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(v.59 no.36)
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THIS ISSUE: LEADING ADVERTISERS FORESEE 1927 GOOD TIMES

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1926

MEMBER A.B.C.

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

MEMBER A.B.P.

riginal second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 32 NEW YORK, JANUARY 1, 1927 By Mail in Advance $4. U. S. A. $4.50, Canada; $5, Foreign 10c Per Copy

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World's Greatest Newspaper

NEWS

" . . . . gathered with a scoop-shovel, served up with a teaspoon"

Foreign . . . . .

A CROWDED year this; a glorious year for the foreign correspondents. The kettle boiled over in a dozen parts of the globe—and always a Tribune man standing by . . . John Steele in London . . . John Clayton keeping a vigilant eye on Italy and Mussolini, and another John—John Cornyn, a lank Tennessean down in Mexico . . . Civil War in China, an old, old story . . . a revolution in Poland . . . a paralyzing industrial tie-up in England . . . a grave financial crisis in France . . . trouble between the Mexican government and the Roman Catholic church . . . The North Polar flights . . . these were the outstanding items of foreign news which came singing over the cables during 1926 to meet at the desk of The Tribune cable editor.



WALTER ECKERSALL, Tribune Sports Writer, tossing the coin at the start of the 1926 Illinois-Michigan football game. He umpired the great Army-Navy battle.

National . . . . .

BACK to our own shores . . . The usual routine news pouring in from every corner of the country . . . a famous writer of popular songs marries the daughter of one of New York's oldest families in the face of her's bitter opposition . . . e mysterious disappearance, reappearance and subsequent trial of Aimie McPherson out on the west coast . . . November saw a number of political upsets . . . The Wets versus the drys . . . Party leaders were unceremoniously rejected by the voters . . . Senators whose names had long been synonymous with American legislative activities failed to return, and a candidate from Illinois won to the senatorial toga despite the opposition of the president of the United States . . . The Sesqui-Centennial Exposition in Philadelphia . . . President Coolidge's special commission to investigate conditions in the Philippines (Parke Brown, Tribune political writer, accompanied the official party to the Islands).



"TRUDIE" putting her signature to a Tribune Syndicate contract, agreeing to deliver a series of exclusive stories dealing with her immortal swim of the English Channel. Seated beside Miss Ederle is Arthur Crawford, manager of The Tribune Syndicate. (P. & A. Photo.)



JOHN T. MCCUTCHEON
"Dean of American Cartoonists"

John T. McCutcheon has been for years America's most popular cartoonist. McCutcheon's cartoon, the news summary, and the weather man are the only certain page-one items! The famous cartoonist owns an island in the Bahamas called Treasure Island—a bit of fairyland with cocoanut groves, old pirate cannon, a harbor, beach and breakers, woods and gardens.

* * *

FEATURES

1926 was a notable year for The Chicago Tribune Newspaper Syndicate . . . Tribune fiction this year included some of the best short stories and serials ever; Booth Tarkington, Henry C. Rowland, Achmed Abdullah, Octavius Roy Cohen are a few of the contributing authors . . . Edward J. O'Brien, recognized authority on the short story, editor of the Yearbook of the American Short Story, writing in the Boston Transcript for Saturday, November 20th, says: "I have recorded the names of a small group of stories which . . . may fairly well claim a position in American literature . . ." Mr. O'Brien mentions five Tribune short stories as among the distinctive stories of the year . . . Tribune fiction is rated with that published by the most representative group of magazines in America . . . Notable feature scoops were secured in the summer and fall . . . First Gertrude Ederle's channel swim story, exclusively for the Tribune syndicate . . . Donald Ogden Stewart, famous American humorist, joined The Tribune feature fold with "The Other Day," appearing weekly in the Sunday Tribune . . . Carey Orr, famous as a cartoonist, wrote a great serial yarn, "Borrowed Glory," now running in the Sunday Tribune . . . R. H. L's Linebook, 1926 Edition, was given to an eager public early in December. 130,000 copies sold, at 10 cents each, *the first day*.

* * *

ADVERTISING

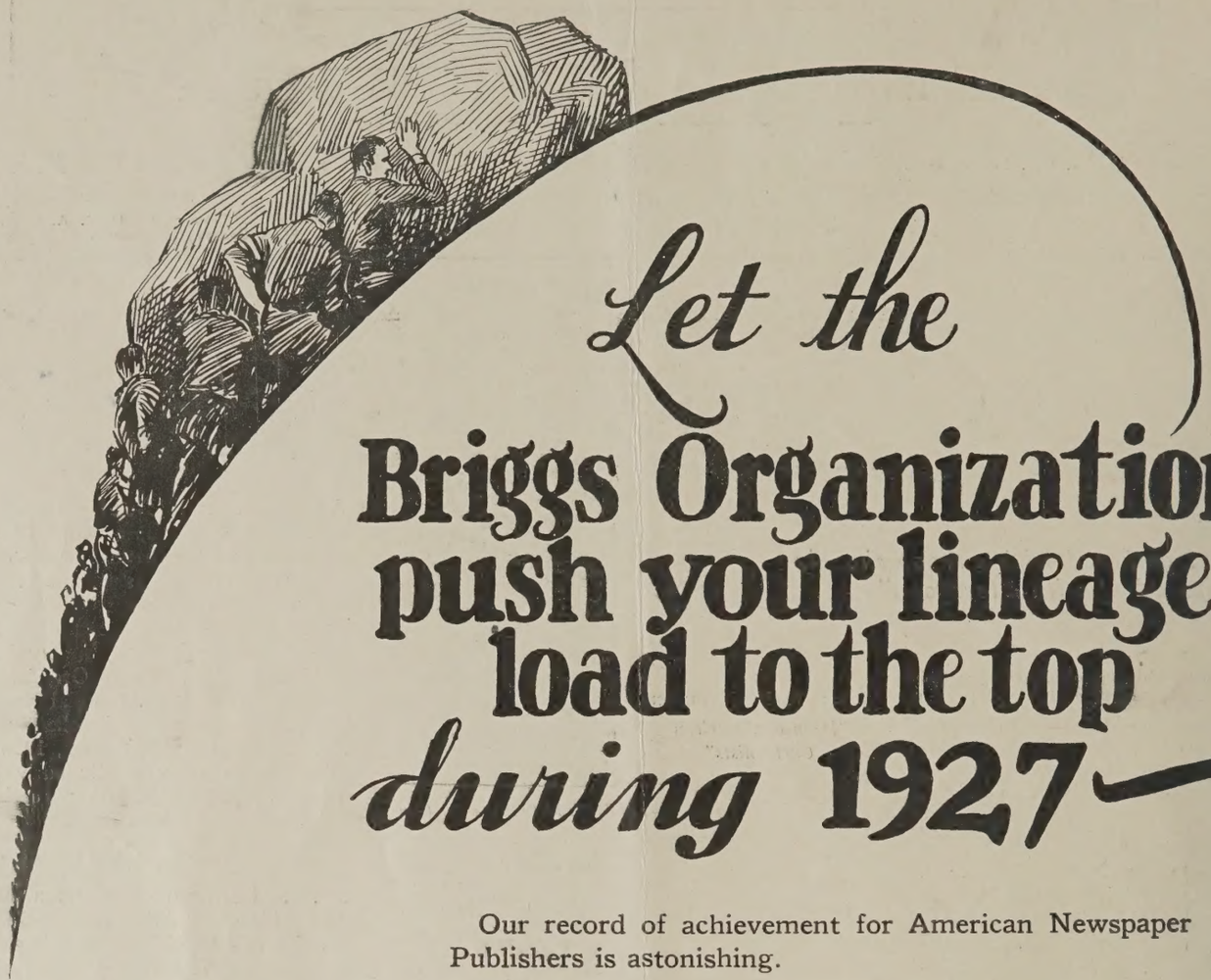
. . . During the first eleven months of 1926 The Chicago Tribune led consistently in each division of advertising. In this period The Tribune carried 72,532.15 columns of display advertising—a gain of 9% over the same eleven months last year—38% more lineage than that carried by the next newspaper and more than twice as much as carried by the third and fourth newspapers. Of this 72,523.15 columns, 19,189.13 columns was national display, and 53,343.02 columns was local display. The 19,189.13 was 98% more columns of national display than that carried by the next newspaper for the same eleven months, and more than twice that carried by each of the two next papers. The 53,343.02 columns of local display was 25% more than the next Chicago newspaper carried for the same eleven months—86% more than the third newspaper and 125% more than the fourth newspaper.



NEW PUBLIC SERVICE QUARTERS

The close of 1926 *finds magnificent new and enlarged service facilities at One South Dearborn Street. One and a half million items of service were rendered by The Tribune's Public Service Office during* 1926.

Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER



Let the Briggs Organization push your lineage load to the top *during* 1927

Our record of achievement for American Newspaper Publishers is astonishing.

For us to add 100,000, 200,000, or 300,000 extra lines per year to a newspaper's record is not uncommon.

We gain these handsome increases WITHOUT cost to YOU, the publisher.

The Briggs Plan will add lineage figures to YOUR record that will loom big in the eyes of advertisers everywhere. Put our organization to work for you—it is trained and proficient in the business of selling feature advertising for great dailies all over America.

Write us for complete details. You place yourself under no obligation, and we can show you the way to most profitable business.

Feature Editions in Black and White and Rotogravure

Our Special Feature Edition Department is comprised of highly trained specialists in the business of selling and editing large Special Feature Editions in either Black and White or Rotogravure. (ANNIVERSARY, HOUSEWARMING, AND OTHER WORTHY OCCASIONAL EDITIONS.)

Thomas W. Briggs Co.

Columbian Mutual Tower
MEMPHIS, TENNESSEE

070.5
EP
v.59
no.82-52

HARVEY. ZOELLER & COMPANY
INCORPORATED
ADVERTISING
104 FIFTH AVENUE
NEW YORK

November 11, 1926

Mr. Fred Fletcher
Rod & Gun
New York Herald-Tribune
225 West 40th St.
New York City

My dear Mr. Fletcher:

Our client, Von Lengerke & Detmold, will this Christmas use your paper in the Rod & Gun Column and the New York Evening Post exclusively, 12 insertions of 300 lines each. First Christmas copy will run November 16.

This is the biggest space we have yet scheduled for this client, and we want you to know that it is largely due to the good results produced in our use of your page in the series of Gun copy now running.

While there was no particular way in which we could check results on the gun series, yet we know that business in the Gun Room has picked up considerably. One incident was very much to the point. A customer came in with an ad clipped from your paper showing the Greener Gun; he remarked to the manager of the Gun Room, "I am certainly glad to know the Greener is coming back again."

As you know, guns in this store sell for $500 up and it is a real job to get people to buy sporting weapons that will sell for as high as $1500 and more. Therefore, we suppose you can take credit for the high type of Rod & Gun readers.

Please take good care of this copy, as we hope the Christmas campaign will produce enough evidence of results to permit us to realize a schedule of advertising the year round.

With all good wishes.

Yours very truly,
HARVEY, ZOELLER & CO., Inc.

Vice President

KWZ/JX

RESULTS

A large following of substantial readers interested in sports make possible the exceptional results from Rod and Gun advertising in the

NEW YORK
Herald Tribune

Make Your Wishes for the New Year Come True

More distribution and sales is the one big wish of every national advertiser, and on this depends whether he and his organization have

A Happy and Prosperous New Year

Now there's that Philadelphia market, the third largest in the United States!

Resolve that you will go after it in earnest so that the end of 1927 will see your wishes realized.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Average daily net paid circulation for the six months ending September 30, 1926

535,096 Copies a Day

The circulation of The Bulletin is the largest in Philadelphia and one of the largest in the United States.

NEW YORK
247 Park Avenue
(Park-Lexington Bldg.)

CHICAGO
Verree & Conklin, Inc.
28 E. Jackson Boulevard

DETROIT
C. L. Weaver, Verree & Conklin, Inc.
321 Lafayette Boulevard

SAN FRANCISCO
Thomas L. Emory, Verree & Conklin, Inc.
681 Market Street

(Copyright 1926—Bulletin Company)

EDITOR & PUBLISHER

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Vol. 59 NEW YORK, JANUARY 1, 1927 No. 32

New Year's Greetings From Advertising Leaders Predict General Prosperity in 1927

Awed by 1926 Floodtide of Business Many Believe Old Year Cannot Be Excelled But Consensus Is That the Future Promises Conditions Equally Good

THE 1926 floodtide of prosperity which touched virtually every business enterprise in the nation was of such record-breaking volume that newspaper publishers, as well as all other business men, are asking the question: "Will it continue through 1927?"

The keenest eyes in the business world, after scanning the tremendous production and sales figures for the past year, are boring into the future in an attempt to visualize conditions as they will be during the coming 12 months.

In behalf of its readers EDITOR & PUBLISHER this week asked national and local advertisers, agency men and special representatives to give their views upon the general business outlook for the coming year. Among those questioned were presidents with huge advertising appropriations.

While hardly daring to predict a greater year than 1926, because of its tremendous volume, all of the executives agreed that all present signs point to a year of high prosperity.

"Everything points to an excellent year in 1927 with a gratifying increase in business," William Zeigler, president of the Royal Baking Powder Company, said in part.

"Advance orders already placed for spring delivery are larger than last year," declared Harry Hart, president of Hart, Schaffner & Marx.

"Business will continue during the next six months substantially on the level of 1926," stated James Simpson, president of Marshall Field & Co.

These are but a few of the favorable predictions telegraphed to EDITOR & PUBLISHER as a New Year's greeting to the publishing and advertising fields.

Only two elements which might be viewed as unfavorable exist in business the symposium reveals—the low price of cotton and the lull in the automobile industry.

Increasing activity is expected in the cotton goods business, EDITOR & PUBLISHER was informed, while the automobile situation is viewed as a natural result of a year which saw every previous production record broken with an output of 4,500,000 motor vehicles of every make and type.

The national advertising outlook for 1927 is excellent according to the replies. With general business keeping pace with 1926 newspaper publishers may expect to see linage figures keep to their present high levels, with perhaps an advance as competition between products gets keener.

Following are the statements received by EDITOR & PUBLISHER *forecasting business conditions in* 1927.

JAMES SIMPSON

President, Marshall Field & Co.

To EDITOR & PUBLISHER: In my opinion business will continue during the next six months substantially on the level of 1926. Fundamental conditions are left in good balance, auguring well for the period immediately ahead.

Merchandising activity generally has been successful. The retail sales of Marshall Field & Co. have been the largest in our history. Numerous other large stores throughout the country, and also the large chain stores and mail order houses, report gratifying gains.

I believe that the decline in cotton has run its course and that prices will continue at about the present level during the next few months. Cotton goods business from now on should be one of increasing activity, on a basis more satisfactory and profitable to both manufacturer and distributor.

Retail stocks are low and generally in good condition. In all probability there will continue to be an adequate supply of money at low rates for all who are entitled to credit.

Europe is making gradual progress in stabilization, and the European influence will be more and more favorable.

The great industrial progress of the year is, of course, generally understood and appreciated. I see nothing to worry about in the general industrial situation.

WILLIAM ZEIGLER

President, Royal Baking Powder Co.

To EDITOR & PUBLISHER: Everything points to an excellent year in 1927, with a gratifying increase in business. More than 50 years experience has taught us that a continuous investment in newspaper space is a guarantee of constantly increasing prosperity and our program for publicity is being arranged accordingly.

ALFRED P. SLOAN

President, General Motors Corporation

To EDITOR & PUBLISHER: There is reason to expect that 1927 will be another good year for the automobile industry,—perhaps not so good as 1926, but a satisfactory year. It must be borne in mind that 1926 has exceeded any previous year in volume of automobile production and sales; that domestic consumer demand has broken all records and that export business has been the largest in history. During this year something over 4,500,000 passenger cars, trucks and busses were produced in the United States and Canada, or some 6 or 7 per cent more than in the previous record year of 1925. Indeed, the past four years have been a period of very satisfactory automobile volume, the total output of the industry in the United States and Canada in these four years having been about 16,500,000 vehicles, or an average of approximately 4⅛ million a year. It now seems reasonable to expect that the 1927 production will equal, if it does not exceed, this four-year average.

It must be recognized that the volume of replacement automobile business is increasing rapidly and that the overseas demand is steadily expanding, and that additional volume from these sources in 1927 will go far towards offsetting any reduction of new user buying in this country which may be experienced.

Of course the domestic automobile demand will be affected by general business activity. And although there is some uncertainty as to what the level of general business activity will be next year, there appears to be little likelihood that any drastic change will take place, and that at worst nothing more than a moderate slowing down need be anticipated. This view is predicated upon the fundamental soundness of the present situation. Banking and credit conditions are very favorable, with the available supply of credit large and interest rates relatively easy; there has been no price inflation; inventories have not been piling up; the efficient operation of the railroads makes prompt delivery of materials and finished products possible; agricultural purchasing power, while perhaps somewhat less than a year ago (primarily because of the decline in the price of cotton) is on the whole good; and the present volume of industrial employment and the current level of wages promise the continuance, at least over the near future, of a satisfactory purchasing power from this source. The building situation, because of the high level of activity in this industry, holds an element of uncertainty, and the possibility of a decrease in building operations must be recognized. It is unlikely, however, that any sharper drastic reduction of building will occur next year.

In view of the foregoing, I think we may look forward to a year of good general business, even though it possibly will not be quite so good as 1926. And the same applies, in my judgment, to the automobile business.

C. GEORGE KROGNESS

Newspaper Representative, San Francisco

To EDITOR & PUBLISHER: The general business outlook on the Pacific Coast is good for 1927, the greatly increased wealth resulting from constructive development of California's natural resources of land, water and power will continue to work for the growth and the increase of all its industries.

Unemployment is among those only who will not work. Definite progress was made in 1926 in developing plans for greater effectiveness of co-operative growers organizations. It is hoped and expected that at least 90 per cent of the growers will become members of the co-operative organizations of their respective industries, thus assuring the maintenance of stabilized prices for their production, the lack of which has been the bane of the fruit industry, with two notable exceptions. When that is accomplished the need remains for them to advertise in newspapers to attract and create buyers of their product among consumers of competitive products in metropolitan markets in the United States, which primarily are their best markets.

The prospects are for a greater volume of newspaper advertising from Pacific Coast advertisers in 1927 than was had in any previous year.

A. ATWATER KENT

President, Atwater Kent Manufacturing Company

To EDITOR & PUBLISHER: The radio industry enters the year 1927 on a firmer and more substantial basis than it has ever known before. Both from the viewpoint of the manufacturer who produces radio equipment and of the public that uses it, the new year seems certain to bring new high records in achievement and satisfaction.

I believe the public recognizes that the day of superficial innovations in radio equipment has passed. Public interest is today centered in the practical and permanent features of radio installation and successful manufacturers have concentrated on the production of equipment to meet that need.

Radio is now accepted with as much definiteness as the telephone, the automobile or the motion picture. This explains the U. S. Census Bureau figures on manufactures, which shows an increase of 1,000 per cent in the production

of multiple tube receiving sets between 1923 and 1925. We found it necessary, in the Atwater Kent Manufacturing Company, to speed production up to over 5,300 sets a day to meet the 1926 demand.

The utility value of radio, its practical and cultural value, is today recognized as even greater than its worth as an instrumentality for entertainment. The result is that 1927 finds the field for radio expansion and development immeasurably widened, the position of the industry strengthened, and the demand for efficient, simple, high-grade sets greater and more generally distributed than at any time in radio history.

E. R. ERSKINE
President, Studebaker Corporation

To Editor & Publisher: At the present time it seems that the volume of business this coming year in building operations, agricultural, machinery, steel, automobiles, textiles, railway transportation, and some others might be possibly somewhat smaller than the record-breaking volume of 1926; nevertheless business this next year will doubtless be of large and profitable proportions. It cannot always be on an ascending scale, and the nation's prosperity does not require that it must be. We have our ups and downs in business, but the post war position of American industries and our export trade is so strong that we cannot have a panicky setback in this country. We will do some billboard advertising this year, but newspapers and magazines will constitute our major program.

DAN A. CARROLL
Newspaper Representative, New York

To Editor & Publisher: Despite the present lull in the automobile industry due, undoubtedly, to overproduction, it would appear from reports current in business circles other than automotives that 1927 has the earmarks of another good business year, all of which should help advertising earnings in worth-while publications. Activity in the steel industry is always a good barometer of future business. Bookings for space in magazines and newspapers for 1927 are greater than in the early months of 1926, indicating that general advertisers are looking forward with confidence to increased business.

HARRY HART
President, Hart, Schaffner & Marx

To Editor & Publisher: Light stocks of merchandise in distributors hands and lack of inflation of commodity assure enlarged and continuous demand for stock replacements in 1927. Advance orders already placed for Spring delivery are larger that last year. The growing tendency toward care in management, reduction of overhead and lack of speculation in merchandise indicates continuous activity in production and satisfactory employment of labor. Advertising, long one of the sentimental implements of business, seems destined to play an increased part in the development of demand. Properly done it will be more than ever a factor in industrial progress.

WARREN WRIGHT
President, Calumet Baking Powder Company

To Editor & Publisher: I believe the general business outlook is very favorable. I look for nothing startling in 1927, but business will continue on the upgrade and there will be some improvement generally over 1926.

In view of this our advertising plans carry an advance increased appropriation.

M. P. LINN
General Manager, S. C. Beckwith Special Agency

To Editor & Publisher: When the final figures are available, we are confident that the year 1926 will have set a new high mark in newspaper advertising linage.

More than ever the newspapers continue to advance in public esteem and confidence. The newspapers as a whole are more stabilized, while the business activity and trend forecasts a bright and stable future.

The markets in communities where we represent newspapers are all in splendid condition. There are few threatening clouds in general and the business pulse, at this time unmistakably indicates that the outlook for increased business for the year 1927 is distinctly promising.

The newspapers have had greater prosperity in the year just closing than the preceding year, yet are not excited by any prosperity flurry, for the reason that the growth has been safe and sane. This firm foundation is a splendid index for its continuation all down the year 1927. We are enthusiastically optimistic.

SIGMOND P. BAER
Secretary-Treasurer, Stix, Baer & Fuller Company, Department Store, St. Louis.

To Editor & Publisher: Answering your telegram my opinion outlook for Spring, 1927 will be about the same as last year. Cannot forecast Fall yet.

J. FRANK DUFFY
President, The John Budd Company

To Editor & Publisher: After careful study of business conditions, together with reports from our several offices, we believe the national advertising outlook for newspapers in 1927 is excellent. The favorable business conditions existing throughout the country, together with the fact that daily newspaper advertising is being sold to national advertisers more effectively, and that newspaper advertising is now being regarded as the most effective means of covering individual markets served by the newspapers, indicate a fine year ahead.

C. M. CHESTER, JR.
President, Postum Cereal Company, Inc.

To Editor & Publisher: We are unable to see any basis for alarm in the present business outlook. There is evident everywhere a desire to solve existing national problems in a constructive way and business executives are, we believe, alert to meet adverse conditions should they arise. Altogether we feel business is in a state of preparedness.

STANLEY RESOR
President, J. Walter Thompson Company

To Editor & Publisher: The exceptional and very widespread prosperity which the country has enjoyed this year has been realized in spite of some lowering in general commodity prices, and on a total volume which is probably only slightly above that for 1925. Clearly, results for 1927 are not dependent upon any huge increase in total sales. Available facts point to the soundness and stability of the business situation. They augur well for the continuation of prosperity in the new year.

CHARLES H. EDDY
Newspaper Representative, New York

To Editor & Publisher: I believe general business will be good in 1927, and expect a big advertising year.

A. C. LORING
President, Pillsbury Flour Mills Company

To Editor & Publisher: The Northwest suffered from unsatisfactory agricultural conditions during 1926. We now have ample moisture, with improved prospects for farming conditions in 1927, in which case the Northwest will return to its normal prosperity.

Our business being national in scope, it has been very satisfactory and we look forward to the coming year with prospects of increased prosperity. We shall continue our regular program of advertising as in the past.

E. G. DEZELL
General Manager, California Fruit Growers Association

To Editor & Publisher: The California citrus industry has just closed the largest season in history, both in volume of shipments and returns to the state, 63,640 carloads of oranges, lemons, grapefruit, returning $98,023,031. This was accomplished through co-operative marketing, systematic distribution, and advertising in face of a serious overproduction of competitive fruits, indicating a higher level of demand upon which California citrus fruits are now established due to years of cumulative advertising and market development.

Growers face a prospective bumper crop for 1927, with confidence in the buying power of the American public and the established preference of California citrus. Sunkist advertising for 1927 season will be the most complete in history and the trademarking of this famous trademark indellibly upon the skin of two billion individual oranges will furnish consumer identification and tie up with national advertising in newspapers and magazines.

TO CONFER WITH ROADS ON BAGGAGE RATES

Publishers Will Tell Rail Executives Present Charges Are Too High at N. Y. Meeting Jan. 5

A conference between publishers and executives of eastern railroads on newspaper baggage rates will be held in New York on Jan. 5. The publishers maintain the present rates charged for newspaper transportation over eastern trunk lines are too high.

Representing the publishers at the conference will be W. E. Mathey, manager of the traffic department of the American Newspaper Publishers Association; Jerome Barnum, *Syracuse Post-Standard;* Frank E. Gannett, Gannett Newspapers; E. H. Butler, *Buffalo Evening News;* L. L. Jones, Publishers Association of New York; A. R. Michener, *Harrisburg* (Pa.) *Telegraph;* William McLean, Jr., *Philadelphia Bulletin;* J. H. Miller, *Pittsburgh Gazette-Times;* and A. D. Hecox, *Albany Knickerbocker Press.*

HOLYOKE DAILIES IN $200,000 MERGER

Price Paid for Telegram by Transcript Publishing Co.—W. G. Dwight Heads New Combined Newspaper—Deal Includes Plant

The Transcript Publishing Co., of Holyoke, Mass., publisher of *Holyoke Evening Transcript,* has purchased *Holyoke Evening Telegram.* The two papers will be merged at once, the last issue of the Telegram being that published this week Friday. The price paid is reported to be $200,000, including the Telegram building on Division Street.

Thomas A. and William J. Dillon have conducted the Telegram for nearly four years, succeeding to the ownership on the retirement of James J. O'Donnell, who had published it for a number of years. The Telegram was the successor to *Holyoke Evening Democrat,* published for many years by P. J. Kennedy. Following the Kennedy regime there were several owners, including Former Mayor James J. Curran, George Jenks and John J. Madsen.

For many years the Telegram had been the only Democratic newspaper in the city, which is commonly termed strongly Democratic.

The Transcript was founded as a weekly in 1849 and has been a daily since 1882, while the Telegram has been in the daily field since 1898.

Beginning Jan. 1, the *Holyoke Transcript-Telegram* will be published in the Transcript plant. Joseph C. Doyle, for many years Holyoke correspondent for the Springfield (Mass.) Union, which maintains a branch office in the city, will be in charge of local news for the combined paper. W. G. Dwight is head of the Transcript Company.

N. Y. WORLD RETURNS TO TWO CENT PRICE

Circulation Was "Pegged" at Three Cent Level, Bresnahan States, After Year's Tryout—Reduction Starts Jan. 3

With its issue of Monday, Jan. 3, the *New York World* will return to a two cent price, J. F. Bresnahan, business manager, announced this week. The price was boosted from two to three cents in January, 1925, on a claim of increased costs of production.

Explaining the present reduction, Mr Bresnahan said:

"The advance of the World's price from two to three cents two years ago followed an 18-months' consideration of the problem by the morning papers. It is by no means unlikely that had the mergers not occurred at that time, the morning papers might now be selling at the same price as the evening papers. At least, this would seem to have been the logical trend of things at that time.

"However, the World, having decided upon the move, determined to go it alone and as a consequence, the three cent price has had a thorough try-out.

"We knew that we would lose circulation, but the amazing part of the move is that we should have lost so little in the keenest competition with two of the best newspapers in the country selling at two cents.

"While the three cent price proved that the World had a loyal body of readers of somewhat under 300,000 who were not disturbed by the increase of fifty per cent in its selling price, we found that our circulation was 'pegged,' and we do not believe in standing still.

"We have returned to the two cent price which reduces our competition to a common plane. Our experience at three cents has established our strength; the World at two cents is destined to re-establish the supremacy as to figures, which we so long enjoyed."

CLINTON (ILL.) PUBLIC SOLD

Ralph C. Peltz Publisher of Morning Journal Is New Owner

Ralph C. Peltz, editor of the *Clinton* (Ill.) *Morning Journal,* has purchased the entire plant of the *Clinton Evening Public* from Bruce R. Wood, who has been sole owner since Sept. 1, when he acquired the half interest of his partner, J. Melvin Ledden, who has since been editor of the paper. The deal brings all the newspaper interests of Clinton under B. F. Peltz.

A year ago Mr. Peltz bought the *Register,* a weekly and will issue the three papers under a consolidation plan. The Public was the first daily in DeWitt county. The Journal has been Independent and the Register Democratic.

MISSOURI MERGER

Fulton Sun and Gazette and Weekly Editions Combined Jan. 1

The *Fulton* (Mo.) *Daily Sun* and the *Fulton Evening Gazette* were consolidated with the issue of Jan. 1, the combined paper being titled the *Fulton Sun-Gazette.* The weekly editions of these papers, the *Missouri Telegraph,* published by the Sun, and the *Fulton Gazette* were also combined and are now appearing as the *Missouri Telegraph.*

The Daily Sun is 38 years old and the Evening Gazette 11 years old. The Missouri Telegraph was founded in 1839 and the Weekly Gazette in 1877.

The S. C. Theis Company will represent the Sun-Gazette nationally.

HALF-PENNY NEWSPAPER TAX

Newspapers in New South Wales with a circulation exceeding 15,000 are to be taxed a half penny per copy under a bill adopted Dec. 23 by the Legislative Assembly in Sydney, N. S. W.

MELLETT'S SUCCESSOR AVENGED SLAIN EDITOR

Charles E. Morris Forced Prosecution When Interest Was Dying, Resulting in Conviction of Pat McDermott as Slayer—Two More Face Trial—Vice Ring Broken—Crime Figures Fall

By HERVE W. MINER
Managing Editor, Canton Daily News
(*By Telegraph to* Editor & Publisher)

CANTON, O., Dec. 27.—A jury in Stark county common pleas court in fifty minutes on Christmas Eve returned a verdict of guilty of murder in the first degree against Pat McDermott, one of three men indicted for the murder of Don Mellett, publisher of the *Canton Daily News*.



Ned Doyle

The jury recommended mercy, probably motivated by the Christmas spirit, and the convicted man is saved from the electric chair. A motion for a new trial will be overruled and soon McDermott will be behind the gray walls of the Ohio penitentiary, there to spend the remainder of his life.

The first chapter in the prosecution of Mellett's slayers has been concluded.

It has dealt with the paid hireling of a powerful vice ring, a young Pennsylvania miner who never had been in Canton prior to his being brought here to beat up or kill Don Mellett. He had no personal reason to bear animus toward the editor, but killed for pay, urged on by others who found it necessary to remove the fearless editor or see the sources of their ill-gotten gain disappear with the expulsion from office of corrupt police department heads, aided and abetted by a powerful political clique that dominated through its associations with underworld leaders.

Ben Rudner, once convicted of liquor conspiracy, and who received 18 months in the federal penitentiary at Atlanta will be the next to face the jury. The State charges Rudner was not only a conspirator in the gang that plotted to murder Mellett, but that he was the head of the ring.

Damning evidence against Rudner was brought out in the trial of McDermott, and his counsel which seemed to have gone the limit of craftiness in building up his defense, has rushed to Cleveland to bring in Luther Day, one of the most brilliant young lawyers in Northern Ohio. Day is the son of former Supreme Court Justice William R. Day, a lifetime resident of Canton.

McDermott was defended by E. L. Mills of Canton, and C. Homer Durand, twice candidate on a wet platform for the Republican gubernatorial nomination. Durant was the legal representative of the State Liquor Association in pre-prohibition days. He will not be at the trial table in the Rudner case. Mills, however, will continue to represent the alleged head of the plotting gang.

Following Rudner's trial will come that of Louis Mazer known as "the Jungle Prince," who the State charges was the go-between for Rudner and McDermott. He was the man who took the killer over the ground, pointed out the lay of the land at Mellett's home, and made McDermott thoroughly acquainted with Mellett's habits.

The world, through the newspapers, knows what happened to Mellett, and the world now knows that justice has been meted out to at least one of the men who took the publisher's life. But the world does not know how the conviction of Pat McDermott was brought about, and this is what I want to tell to the newspaper fraternity.

A newspaper man, coaxing, driving, cajoling, using a club when necessary, keeping a clear brain and using it 20 out of every 24 hours, of each day for five months brought about the uncovering of the gang and the successful prosecution of one of them. That man is Charles E. Morris, who succeeded Mellett as editor and publisher of the Canton Daily News.

Within twelve hours after the murder of Mellett, Morris arrived in Canton from the home office of the Ohio News League, of which former Governor James M. Cox is owner. Morris had come on to Dayton from Washington to take up the duties of editor-in-chief and director of policies. Prior to that he had served the four papers of the League in the Washington bureau. He had gone through three gubernatorial and one presidential campaign with Mr. Cox, served him as secretary four of the six years Cox was governor, and was peculiarly fitted to meet the political bloc that confronted, right at the start, any effort to run down the slayers of Mellett.



Charles E. Morris

The new publisher found the good people of Canton disconcerted and dismayed, a police force governed by heads that sneered and laughed over the fact that their nemesis, Editor Mellett, had fallen the victim of an assassin's gun.

Political leaders in both parties, sensing the ramifications a probe of the murder might bring and business men who had been at least indiscreet in their dealings with the liquor leaders, drove at the prosecutor who was a candidate for Congress, seeking to head him off.

Morris went into action.

At times he was the general sitting back where he could keep his eyes on every movement, directing his energies here and throwing reinforcements there. At other times he was on the firing line.

Failing to get anywhere under those conditions Morris had Joseph Roach brought in from Chicago.

Roach had been successful in turning up vice rings in Terre Haute, Ind., and other cities, he was an ace in the scheme of things. His job was to uncover the vice ring, break through its political ramifications and its hold on the higher-ups of the police department.

The Chicago investigator rapidly gained enough information to lead the District Attorney in Cleveland to bring in the Federal forces to probe the liquor and narcotic conspiracies.

County Prosecutor C. B. McClintock, torn between his duty and the threats of powerful political leaders was hesitating to take action until his own investigators might have a conclusive case or a confession.

A grand jury met and adjourned without finding any indictments, then Roach played his trump card. He filed suit in the Federal court on behalf of Mrs. Mellett against several suspects who were active in the vice ring here. He named Carl Studer, since sent to prison for his vice activities, Louis Mazer and Ben Rudner.

District Attorney Bernsteen was forced to take cognizance of the case and through his investigations Rudner and Mazer were arrested for liquor conspiracy.

Then Roach issued a scathing denunciation of conditions in Canton and paid a number of uncomplimentary remarks to the prosecutor. In this statement Roach made known the fact that unless city and county officials became active in the prosecution, they too would be made co-defendants in the damage suit filed by the editor's widow. Fired by resentment McClintock replied to Roach and the latter withdrew his charges. McClintock then became a real prosecutor. Roach, having accomplished the task which he came here to do, filed briefs of all his investigations with the prosecutor, and also with the District Attorney in Cleveland, and then faded out of the picture for the time, awaiting recall when needed.

The Scripps-Howard newspapers, realizing that the murder of Mellett was an attack upon the freedom of the press, sent a corps of their best men into Canton, headed by L. E. Judd of the *Akron Times-Press*. Other metropolitan newspapers sent in their best reporter-sleuths. At the time, in their ambition, to tell their readers fully what was going on, they overstepped and undid some of the work that had been done to bring about further arrests.

The insidious vice ring, aided and abetted by unscrupulous lawyers who found it profitable to defend and advise criminals, frequently passed out information in which half-truths were twisted sadly, and printed in good faith by the "covering" correspondents. It was here again that Mr. Morris, as the newspaper man, showed his judgment and diplomacy.

The hunt for Pat McDermott started. Premature use of his name by one of the Cleveland newspapers had given McDermott a chance to make his getaway on the eve of his prospective arrest.



William Tugman

Ned Doyle, city editor of the *Cleveland Press*, took over the task of turning up Pat by working through the latter's relatives; William Tugman of the *Cleveland Plain Dealer* worked along the same lines. Both spent day and weeks without writing a line of copy for their papers, giving all the information to the Canton officials. And finally they prevailed upon McDermott's brothers to turn him over to Prosecutor McClintock and Detective Ora Slater pledging him a "square deal" if he had anything to tell and would tell it.

A legal coterie engaged to defend the three indicted men used every known loophole in the law in endeavoring, first to prevent them from going to trial, and second to save McDermott from the chair, but justice still prevails in Stark county, despite the fact that she seemingly had been blind or anesthetized for a number of years.

Since the murder of Mellett the police department has undergone a house cleaning. The chief, whose demotion the editor demanded, has been removed, the head of the Civil Service Commission, who stood behind the chief, last week lost his effort in the Supreme Court to be restored to his post after having been ousted by the Mayor. And other members of the department known to have been under the baneful influence of the vice ring are no longer connected with the department.

Police records show that Mellett's murder was the tenth in a period of six months. Since the word to punish his murderers started there has not been a murder, nor a major crime of violence in Canton. The things for which Don Mellett fought and laid down his life are being achieved.

The book will be closed with the conviction of the two remaining defendants and all their accomplices.

And the sequel—

The Canton Daily News in its extra telling of the foul murder of Mellett, made the promise to "carry on," it had made good the promise by driving vice leaders out of Canton, breaking their hold on officialdom and forcing the prosecution of his slayers. In this conduct it has shown not only that everything Mellett charged was true, but it has aroused a dormant citizenship to action. The attention of the press of America drawn to the fact that Canton is but a typical American city, one spot in a country that organized crime seeks to dominate, is now directed to the effort to break up organized crime wherever found; to destroy the unholy alliance which can exist between officials and crime leaders; and to arouse the leading members of the American bar to the truth of Bernard Shaw's statement that "the practice of law is no longer a profession, because it has become a conspiracy."

The next major move beyond further immediate prosecution of Mellett's murderers is expected to come in the Federal Court at Cleveland; but it will come only if the newspapers of the United States insist that Washington get busy and support the District Attorney.

The murder of Don R. Mellett was intended to serve notice on newspaper editors to keep silent against obvious misconduct. Instead, the murder has aroused newspapers to further vigilance.

MANY NEWSPAPERS GIVE BONUSES TO STAFFS AS CHRISTMAS GIFT

Cash Sums Scaling Down from 10 Per Cent of Year's Pay to $5 Gold Pieces Presented by Publishers—Turkeys and Insurance Policies Also Given

INDICATIVE of general newspaper prosperity throughout the United States were the bonuses given this year as Christmas presents to staff members by the publishers of many dailies.

While it would be impossible to total the amounts distributed, a good picture of the Yuletide generosity of American newspaper owners was revealed this week in a canvass made by EDITOR & PUBLISHER correspondents in a number of important cities from New York to the Pacific Coast. Although it is obviously impossible to present data from every paper in the country, the results obtained are believed to be representative.

In New York the *Times* paid its thousands of employes bonuses, but declined to disclose the total amount. The same was true of the *New York Daily News,* which gave cash gifts to 900 staff members on a basis of the length of time they have been with the tabloid. Approximately $3,500 was distributed among makers of the *New York Evening Graphic,* the Macfadden tabloid. Staff members who had been a year with the paper were presented with 15 per cent of a week's salary, and those working two years or longer with 20 per cent.

On the Pacific Coast the *Los Angeles Times* paid $130,000 in Christmas bonuses to approximately 1,000 employes. Christmas bonuses were distributed in Portland, Ore., by three newspapers, the *Oregonian,* the *Oregon Journal* and the *Telegram.* Approximately $14,000 was given Oregonian employes, while the amount of the Journal's Christmas gifts to its organization was not announced beyond the fact that it was a substantial recognition, based in part on meritorious work accomplished during the year. The Telegram insures its employes for $700 each and the insurance premiums were paid in lieu of other Christmas bonuses.

The *Washington* (D. C.) *Star* gave as a Christmas bonus three weeks' salary to members of all departments except the composing room and also paid premiums on a group insurance policy. The *Washington Post* gave one week's salary to all departments except the composing room.

Establishment of a *Houston Chronicle* Pension and Sick Benefit Fund, into which the paper has placed $10,000 was the Christmas announcement of Jesse H. Jones, publisher. The announcement stated that all employes may add certain amounts weekly or monthly, while the Chronicle will also add specified amounts.

A turkey was given to each member of the staff of the *Chicago Daily News,* while the *Chicago Tribune* presented each worker with a bonus check of from three to 10 per cent of the year's salary dependent upon the length of service with the paper.

Turkeys were also given to each married employe of the *Charlotte* (N. C.) *Observer.* To each single employe a box of haberdashery was presented to the men, and a pocketbook to the women.

In accord with a custom established several years ago, the *Detroit News* gave one week's pay to every employe with the publication one year or more. The gift of this one newspaper totaled $45,000.

The *Elmira* (N. Y.) *Star-Gazette and Advertiser* and *Sunday Telegram* gave its usual one-half week's pay. These papers also maintain an insurance and pension system at the company's expense.

The *Buffalo Evening News* gave a five dollar bonus to each employe who had been with the paper a year or longer, and $10 to every department head.

Everyone on the payroll of the *Richmond* (Va.) *Times-Dispatch* received $10, while the *Richmond News-Leader* presented in excess of $25,000 divided among all the workers graduated according to their terms of service.

At Christmas time the *Minneapolis Tribune* annually renews the life insurance policies it gives to all employes who have been with the paper one year or more. The limit of the policy is $3,000 each and is based on the individual compensations. There are now 425 policies in force and the premiums, paid entirely by the Tribune management, approximates $10,000 annually.

The Oklahoma Publishing Company, publishers of the *Daily Oklahoman and Times,* remembered all its employes with the bonuses totalling approximately $10,000.

In Cincinnati, the *Enquirer's* present to each staff worker was a week's pay.

Many newspaper men in widely separated offices received five dollar gold pieces from publishers. This was true of the *San Antonio* (Tex.) *Express and Evening News,* which gave employes with the paper six months or longer in every department $5, while carriers and newsboys all received lesser amounts. Five-dollar cash gifts were also presented by the *Lincoln* (Neb.) *State Journal* and the *Lincoln Daily Star,* and the *Quincy* (Mass.) *Patriot-Ledger.*

EDITOR & PUBLISHER workers, to a total of 30, received a week's salary each, and personal gifts from the publisher.

DALLAS NEWS SELLING STOCK TO READERS

Preferred Stock Paying $7 Cumulative Dividend Being Offered, a Few Shares to Each Buyer

The A. H. Belo Corporation, publishers of the *Dallas News, Journal* and *Semi-Weekly Farm News,* has been selling preferred stock in the corporation to readers. The shares paying preferential cumulative dividends of $7 each sold for $100 plus accrued dividends. They are redeemable at $110 per share plus accrued dividends on any dividend payment date, on 60 days' notice.

With all voting common stock in the hands of the corporation's management under its recent reorganization, it was contemplated that some of the preferred stock, much of which was issued to stockholders not residing in Texas, eventually should be placed in hands of Texans. Accordingly, G. B. and W. A. Dealey, president and vice-president, respectively, provided for acquisition of a considerable portion of this stock for resale.

"The only solicitation for the purchase of such stock will be by announcement in columns of the News and Journal," said the publishers. "The stock will be sold only to such persons as may ask for it in response to such announcements. Preferably, but not solely, the stock will be sold in lots of a single share, or a few shares each."

J. F. FINLAY INJURED

S. N. P. A. Attorney Severely Hurt in Georgia Railroad Wreck

James F. Finlay, of Chattanooga, attorney for the Southern Newspaper Publishers Association sustained serious injuries on the railroad wreck that occurred at Rockmart, Ga., when two southern trains, the Royal Palm and Ponce de Leon collided. Mr. Finlay is now in the Davis Fisher Hospital in Atlanta, Ga., recovering from a broken collar bone, several broken ribs, and internal injuries.

Because of the accident officials of the S. N. P. A. have asked for postponement of the second hearing of the Federal Trade Commission scheduled to be held in Chattanooga Jan. 4. Mr. Finlay was on his way home for the Christmas holidays and was accompanied by his mother, Mrs. E. J. Finlay and Elizabeth Finlay, his daughter. They sustained slight injuries and all three were taken to Atlanta on relief trains and placed in separate hospitals.

MOSES EXPECTS SPEEDY ACTION ON POSTAL

Entire Question Will Be Threshed Out on Senate Floor Soon, Both He and McKellar Tell Editor & Publisher

WASHINGTON, D. C., Dec. 30.—Upon the U. S. Senate floor the moot question of postal management and postal costs will probably be threshed out soon.

Senator Moses, chairman, and Senator McKellar, minority leader, of the Senate Postal committee, so assured EDITOR & PUBLISHER this week.

Moses, a Republican, and McKellar, a Democrat, are agreed that a general postal legislation bill, embodying second class rates, will be reported from their committee.

The Senate floor should provide all interests ample opportunity to debate and pass upon every phase of the postal situation.

This is the substance of the prediction made to EDITOR & PUBLISHER by both Senators.

With the Griest bills furnishing the necessary vehicle for amendments, the Senate committee will meet next week to furnish the Congress with the legislative machinery for a real show-down on postal rates.

Whether there will be any final action in either Senate or House, or in conference, on postal legislation at this, the final session of the 69th Congress, is, of course, another question.

But representatives of the newspaper publishing interests are working toward constructive and conclusive action.

The A. N. P. A. is particularly interested in "bundle rates" being provided the great metropolitan dailes with their increasing task of obtaining satisfactory transportation for the Sunday and daily edition.

The American Publishers Conference is insisting, through spokesmen for thousands of newspapers, upon a restoration of the 1920 rates involving second class matter.

Second class rates constitute a problem that must be solved, sooner or later, Senator McKellar told EDITOR & PUBLISHER.

"And the sooner the issue is met the better," McKellar added. "Let us all meet it now. I believe the situation must be plain to all of those interested. EDITOR & PUBLISHER has presented the case of the newspaper publisher so well I do not believe I can add to the picture. The Senate floor provides a forum. Let us all thresh it out there."

Senator Moses informed EDITOR & PUBLISHER that there would be a general postal bill reported to the Senate soon after Congress reconvenes.

"The postal bill I shall report will of course be subject to any amendment," said Moses.

The chairman of the Senate postal committee indicated that the place to force the fight against the Post Office Department's opposition to a reduction in second class rates is on the floor of the Senate before March 3.

ABITIBI BUYS PAPER FIRM

The Abitibi Power & Paper Company has acquired through a subsidiary the Mattagami Pulp & Paper Company of Smoothrock Falls, Ont., L. R. Wilson, vice-president and managing director announced this week. The Mattagami Company was recently discharged from bankruptcy, but G. T. Clarkson, the former receiver, will continue in charge, pending completion of the transfer.

FOUR MOVIES BOYCOTT FLORIDA DAILY

St. Petersburg Independent's Advocacy of a "Closed Sunday" Followed by Withdrawal of Ads by Publix Group

As an aftermath to a more or less bitter controversy over whether motion picture theaters should be allowed to operate in St. Petersburg, Fla., on Sunday, the Publix Theaters Corporation, which controls the Florida, Plaza, Pheil and Rex theaters, has a second time boycotted the *St. Petersburg Evening Independent,* by withdrawing advertising. The Independent is owned by Major Lew B. Brown, who only recently stepped down from the presidency of the Associated Dailies of Florida. During the campaign preceding a referendum election on Sunday movies in this city, the Independent opposed the move to open the theaters.

When an ordinance making it illegal to operate motion pictures, dance halls and cabarets on Sunday, was presented last spring in a referendum election, the Publix Theaters Corporation at the very outset of the campaign withdrew theater advertising because of the Independent's decided stand for a "closed" Sunday.

During September when the new Florida theater was opened, the Publix Theaters corporation again placed their advertising in the Independent, which has since devoted much space daily to a theater page and theater reviews

The ordinance prohibiting Sunday movies carried by a more than three-to-one vote and the movie interests immediately carried it to the supreme court for decision. The supreme court of the state upheld it, thus establishing an important ruling for all of Florida.

On Nov. 25, the Independent commented editorially upon the supreme court decision. It was the result of this editorial that the New York office of the Publix theaters withdrew their advertising a second time. The ads were taken from the Independent on Dec. 21.

The Independent has not boycotted the Publix theaters however. The paper will continue to announce daily, pictures being shown at the four houses. Occasional reviews will be written also, by men who are under no obligation to the Publix theaters. Orders are that the reviews shall be unbiased. The Independent management believes that the public is much interested in what is being shown at the theaters and for this reason refuses to place a ban on Publix theaters.

Smaller movie houses are continuing their advertisements in the Independent

TO OPEN BROOKLYN PLANT

N. Y. Daily News Expects 400,000 Daily Production in New Branch

The *New York Daily News* will start printing papers from its new branch plant in Brooklyn on Jan. 9. Only one press will then be ready for operation but eventually, according to J. W. Barnhart, business manager, the News expects to print 400,000 copies daily in Brooklyn

Thirty eight-page units will be installed in the branch plant, which is a six story structure, built by the News.

MECHANICAL BULLETIN PROMISED

The first confidential bulletin to be issued to members of the American Newspaper Publishers Association by the new mechanical department will appear within three weeks, it was announced this week. W. E. Wines, department manager, expects to return to New York about Jan. 1, from a business trip visiting newspapers in Cleveland, Reading, Pa., Philadelphia, Pa., Janesville, Wis., and Madison, Wis.

INLAND MEET FEB. 15-16

The next meeting of the Inland Daily Press Association will be held Tuesday and Wednesday, Feb. 15 and 16 at the Palmer House.

FIGHTING DAILY DEFEATED AD BOYCOTT

Tucson Independent Won Loyal Following by Fight on Local Utility Which Won 20% Decrease in Rates and Campaign Against University President—Boycott Regarded as Paper's Chief Asset

By WILFRED WRIGHT

HOW a four page six-day afternoon paper entered the field in an Arizona y of 35,000 population, in competition th two other dailies, both of which d been established for more than 40 ars, and survived an airtight advertis- boycott of a merchants' association ich controlled seventy per cent of the al advertising for 13 months, forms absorbing story of American news- per accomplishment. Let it also be re- rded that this paper not only flew in e face of advertising providence to ttle for what it regarded as an editorial inciple, but that it emerged from the ay with a great preponderance of public inion on its side and, incidentally, a city rculation comparable to that of its mpetitors.

The paper I refer to is the *Tucson* Ariz.) *Daily Independent*, first published March 27, 1925, by Woodson D. Up- aw as a weekly. The editor imme- ately began an editorial campaign for reduction of gas and electric light tes in Tucson. It so happened that the s and power company in Tucson was subsidiary corporation of the Federal ght & Traction Company of New ork City, and for a small unestablished eekly to undertake a battle with it, owever excessive its rates, was re- rded as positively suicidal. But the dependent valiantly persisted and car- ed the fight boldly into an eventual ngle-handed victory, even though it ok a year or more.

The gas corporation, however, under- ok no retaliatory measures against the per, but merely contented itself with noring Upshaw's demands for a fair hedule of rates to the public. The mpany held an absolute monoply in its ld and was also generous with its news- per advertising—that is, generous with l the papers except the Independent, hich got none. In any case the Inde- ndent's advertising did not suffer for is editorial campaign as it was destined later, when it entered the field as a ily and waged a torrid and determined ght to rid the University of Arizona what it termed the "incompetence and nconscionable maladministration of that stitution's president, Dr. Cloyd Heck arvin." And ironically enough, the de- anded reduction in gas and light rates as attained in March, 1926, when the dependent was in the midst of the arvin fight and battling for existence ainst the advertising boycott of the werful (at that time) Tucson Mer- ants' Association.

Confronted with an impending city ection to determine whether its twenty- e year franchise, which expires Jan. 1927, should be renewed, and faced ith editorial opposition to this renewal the Independent, unless a reduction rates was granted to the consumers, e gas company took counsel with itself. ommittees from the city council and e chamber of commerce were appointed arbitrate the rate question, the com- ny being receptive to their mediation, d with representatives from the Inde- ndent present by request, a reduction 20 per cent in the gas and power tes was agreed to by the company. The s corporation frankly admitted that the duction was fair and in order and omised that if its franchise were re- wed many improvements would be in- lled and better service provided. The dependent did not raise any objections this renewal and it was granted at the ection. Thus the paper had obtained r the public a saving of more than 00,000 per year, the small consumers nefiting principally therefrom.

As a weekly the Independent had been nducted on a free circulation basis, t when the decision was reached to ing to a daily, it was decided to begin th an eight-page tabloid at 3 cents per py or 35 cents per month, delivered. Therefore the Daily Independent began publication with a nucleus of some 400 paid subscribers who had responded to the first notice of the impending change.

The paper was incorporated as the Independent Publishing Company, Inc., all of its stock being owned by Mr. Upshaw, R. D. Richards, J. W. Sims, and Henry F. Dobyns. Richards, an experienced advertising man, had resigned as advertising manager of another Tucson daily to become associated with Upshaw in the Independent weekly. The Independent Publishing Company took over the job plant of Sims and Dobyns and the daily was launched on Nov. 2, 1925, as a tabloid morning publication.

A Whitlock cylinder job press, of uncertain vintage and previous servitude, a comparatively new model 14 and an old model 8 slugcaster composed the mechanical equipment of the paper, while two super-annuated typewriters, one desk man and a cub reporter made up the news department at the start. Upshaw wrote the editorials and plugged ads with Richards, who was also business manager, between times.

For the past four years Dr. Marvin has been president of the University of Arizona, located at Tucson. Dr. Marvin came from the University of California, Southern Branch, where he had held a position on the faculty, to succeed Dr. Rufus von Klein Smid, who had resigned to accept the presidency of the University of Southern California. Marvin is said to be the youngest man to ever head a state university, being still in his early thirties.

Shortly after he assumed the presidency of the University, rumors beg to circulate in Tucson of a general situation of unrest and dissatisfaction that prevailed on the campus. Charges of administrative czarism and revolutionary disregard for the traditions of his profession finally developed.

But Marvin enjoyed great success at lobbying large appropriations from the state legislature for the University, and embarked on an extensive building program, setting out to enlarge the institution considerably, from a material standpoint. Much money was spent in Tucson under Marvin's regime, and always there was something else to be built when whatever was being done then had been completed. There was no doubt of Dr. Marvin's popularity among the merchants and business men of Tucson; he was a good mixer among them and a staunch civic club member. They were for him without reservations of any sort, and he knew it only too well, as events afterward proved.

However, in May, 1924, the American Association of University Professors, in response to an appeal from three faculty members of the University of Arizona who had been dismissed by Dr. Marvin after long and honorable service, instituted an investigation into Marvin's administration. A committee of disinterested professors from universities in other states was appointed and instructed to inquire not only into the individual cases of the three persons complaining, but into the general situation at the University during the first two years of Dr. Marvin's administration. And that committee's report to the association, as published in the organization's bulletin of November, 1924, was decidedly unfavorable to the president.

Nothing was done about the matter then, and no unfavorable comment was published by the dailies in Arizona. Marvin continued with his building program and whatever his shortcomings academically and his disregard for the rights of those under him, many of them distinguished scholars who ranked far ahead of him in the educational world, there was no editorial voice raised against him. This state of affairs continued until Upshaw started his weekly Independent and began to protest in a mild way at first at some of Marvin's methods.

Later a personal letter written to Upshaw by a biologist on the campus, in which Marvin was jokingly referred to as "his nibs," was in some manner obtained from the editor's files and later discovered in the university president's possession. Incensed at being called "his nibs," Marvin proceeded to make things so hot on the campus for the hapless writer of that letter, who chanced to be in the government service, that he was forced to move his office from the university grounds. Upshaw thereupon demanded the return of his letter from Marvin and the name of the person who had given it to him. Marvin at first refused both demands, but returned the letter when the editor instituted suit for its recovery.

This incident was duly exposed in the Independent by Upshaw, who characterized Marvin as unfit to head the state university. And right there things began to happen.

The editor was called upon the carpet by the directorate of the Tucson Merchants' Association and ordered to "lay down" on the university situation; he was also told to "lay off" Dr. Marvin, who brought so much money to Tucson. Argument was useless; Upshaw was told flatly that if he continued his editorial protest against Marvin's methods the Independent would be denied a permit to solicit advertising from the Merchants' Association members, meaning that it would be boycotted by 70 per cent of the advertising merchants and all of the larger business establishments. The editor was advised to think it over before the next meeting of the association.

At a conference of the Independent's owners it was voted to continue the policy of editorial freedom upon which the paper had been founded, and Upshaw forthwith demanded an investigation by the university board of regents into Marvin's administration. And the threatened boycott was on. At the next meeting of the Merchants' Association the Independent was denied its formal request for a permit to solicit daily advertising from the association's membership; at the same time the request of a projected negro weekly for a similar permit was granted.

The Independent promptly came out editorially with the whole sorry story proclaiming that its advertising columns were for sale to any legitimate advertiser, but that neither its editorial nor news columns could be bought by anyone for any price. An appeal to the public's sense of fair play was productive of an instantaneous jump in the paper's circulation. Within four months' time the In-

(*Continued on page* 40)

22,000 CHILDREN MADE HAPPY BY TOY FUND OF NEW ORLEANS TIMES-PICAYUNE



ALTHOUGH St. Nicholas would be out of luck if he tried to traverse the Southland in a sleigh behind prancing reindeer, he has able support in the community leaders of New Orleans, where 22,000 poor children were made happy through the generous distribution of toys and dolls by the *Times-Picayune*. Photograph shows, left to right, John Bowie, Governor O. H. Simpson of Louisiana; Lucien E. Lyons, chairman of the Thirtieth Doll and Toy Fund of the Times-Picayune, and Leonard K. Nicholson, president of the Times-Picayune Publishing Company, actually working with the carters and other committeemen placing the toys in the huge circus tent on "the day before Christmas" in preparation for the coming of Santa Claus to Lafayette Square.

Inaugurated 30 years ago, the Doll and Toy Fund is the medium by which the children of New Orleans' poor receive their share of the traditional Christmas of joy and happiness. The Times-Picayune is the fostering agency for the fund which is supported by hundreds of individuals by contributions ranging from a few cents to hundreds of dollars. This year 12,000 white children were provided for by the Doll and Toy Fund, and 10,000 negro children were given toys and dolls from the Christmas Gift Fund, a corollary distribution agency for the benefit of the colored poor of the city and community.

NEW HAVEN DEPARTMENT STORES IN REGISTER AFTER 6 YEARS' ABSENCE

Long Standing Differences Settled with Neither Side Claiming Victory—Still Out of Times-Leader—Shopping News Continued

JOHN DAY JACKSON, publisher of the *New Haven Register,* has reached an agreement with the local department stores and the latter are now buying space regularly after six years' absence from Register columns.

No settlement has yet been reached between the stores and the *New Haven Times-Leader,* which is continuing business without department store support. An agreement between Mr. Jackson and William A. Hendrick, publisher of the Times-Leader, whereby the two papers were to act as a unit in negotiations with the New Haven Dry Goods Association, terminated last October, and overtures were then started by each newspaper individually.

Neither Mr. Jackson nor Walter E. Malley, of the Edward Malley Company, and president of the Dry Goods Association, would reveal the settlement terms when questioned this week by EDITOR & PUBLISHER. It was learned without confirmation that the Register at first held out for $1.35 an inch, later lowering this figure to $1.15 which proved acceptable.

Stores that have resumed business with the Register are the Edward Malley Company, the Gamble-Desmond Company, the Spartenberg & Robinson Company, and the Charles Monson Company.

Six years ago the break between the newspapers and stores occurred when the Register, then getting 35 cents an inch, asked for 55 cents, and the Times-Leader sought to raise its rate from 15 cents to 35 cents. The two papers combined to fight the stores and refused to carry their advertising. The latter retaliated by organizing the *New Haven Shopping News.*

Mr. Hendrick early this week was away from New Haven, spending the holiday season in Vermont, and no one on the Times-Leader would speak for him during his absence.

"Relations have been satisfactorily and agreeably renewed," was all that Mr. Jackson would say for publication. He explained his reticence toward publicity by stating that the agreement with the store owners was still in "a stage of development, requiring considerable diplomacy and tact."

Mr. Malley was as reticent as the newspaper publisher, refusing to discuss the situation beyond saying that the association and Mr. Jackson had "mutually arrived at a satisfactory agreement."

Inquiries made by EDITOR & PUBLISHER among officers of the Dry Goods Association and backers of the co-operative non-profit-making Shopping News tended to show that the store owners have no immediate intention of scrapping that weekly advertising publication, which few refuse to admit has been a costly experiment, but which they agree has been built to such a point of usefulness that it would be folly to discontinue it, despite the fact advertisements are again being placed in New Haven's biggest evening paper.

Paul Walker, of the Charles Monson Company, and secretary of the Shopping News, announced that a meeting of the Dry Goods Association would be held early in the new year to determine what effect if any the return to the Register would have on the advertising circular.

He said that personally he felt the Shopping News was too valuable an advertising medium to be abandoned.

All the store owners insist that the increase in their business volume has been above normal during the six years they have remained out of the Times-Leader and the Register. They account for this as due not so much to the inauguration of the Shopping News as to the fact that they continued advertising in the *New Haven Union,* a third evening paper, and the *Journal-Courier,* which holds the morning field exclusively.

Newspaper men in New Haven, on the other hand, confidently predict that the Shopping News will come to a sudden end within a short time. They claim that distribution of the Shopping News is very ineffective, and more than one store owner had admitted that distribution was a weekly problem.

The Shopping News is now being printed in the plant of the New Haven Union, and, according to William Stapleton of the Union, 37,000 copies are published weekly. The claim is made by George H. Gould, general manager of the department store paper, that it "goes into 40,000 New Haven homes."

Space is bought in the Shopping News at rates ranging from 88 cents to $1.00 an inch. The highest price is for transient business. The big stores, buying full pages weekly, rotate in position, equalizing the number of times they have preferred space. Best results are obtained, according to the store owners, from front page boxed announcements of special values. The Shopping News employs no solicitors. All copy is censored and unqualified statements are not allowed. The circular is distributed early every Saturday morning by its own independent carrier service, which Mr. Gould said numbered about 100 high school boys, paid $1 and up. Evidence that there is difficulty in getting boys to work honestly is easily observed on the bulletin board in the office of the News, where warnings to the boys not to leave the circulars at vacant houses, burn them, or otherwise destroy them are posted. Inspectors and supervisors, however, have been employed to go over all routes, and Mr. Gould said that since there is a waiting list of 500 carriers rule violators are discharged immediately when they are caught.

Only recently the Merchants Publishing Company, issuing the Shopping News, began accepting the business of local theatres. A special amusement rate is charged and "readers" are given free with each advertisement. This step was taken to lighten the cost to the stores.

The Union claims its margin of profit for printing the Shopping News is very small. The cost of mechanical production alone amounts to approximately $600 a week. This figure is reached on the basis that it requires a ton and a quarter of newsprint to issue the 37,000 copies at four and a half cents a pound; and that typesetting costs 20 cents an inch, with 168 inches to a page, and an average of eight pages weekly. Add to this the cost of distribution, overhead and the manager's salary and it is easily seen that 88 cents an inch about makes ends meet.

"At best the Shopping News doesn't get 25 per cent of its claimed circulation," Mr. Stapleton of the Union asserted. "It lacks reader interest and if the stores were charging themselves only 44 cents an inch it would be a poor advertising buy."

The store owners, however, like this cheap advertising, but only as an adjunct to newspaper space.

"The New Haven Shopping News has proved very successful," Mr. Gould said. "But no one will contend that it takes the place of newspaper advertising. You will notice in other cities where the Shopping News is prospering the merchants continue to buy space in the dailies."

"The fact that we have continued publishing the Shopping News as long as we have and that we intend to keep on publishing it should prove that we have found it a valuable advertising medium," David Gamble of the Gamble-Desmond Company said.

"I will admit that the cheapest form of day by day advertising is in the newspapers. The Shopping News is just an adjunct to newspaper advertising.

"The person who picks up and reads a shopping news must have some intention of buying, while in the newspaper a reader is often intrigued and trapped into reading the advertisements, and a buyer is created.

"Monday business, usually slack, has jumped as a direct result of the Shopping News. It has proved a very good emergency measure, which has been devoloped so far that it would be foolish to stop it now."

The Mendel-Harris Company alone continued to advertise in the Register, never joining with the other stores, although it has made some use of the Shopping News.

"The Shopping News has a certain amount of value, but it certainly cannot compare with the Register for results." William Gray, advertising manager of the Mendel-Harris Company said.

COMPLAINTS FILED OVER CORE CHARGES

A. N. P. A. Traffic Chief Expects to Recover Considerable Money for Publishers from Audit of 10,000 Freight Bills

During the past month, 24 freight claims were filed with various railroads for member papers of the American Newspaper Publishers' Association, W. J. Mathey, manager of the traffic department announced this week. Filing of these claims resulted from an audit made by the department of about 4,000 freight bills out of 10,000 sent in by 35 newspapers.

In addition to the freight claims, several informal complaints have been filed by the traffic department with the Interstate Commerce Commission. The amounts involved, according to Mr. Mathey, will approximate $1,000. The complaints are concerned chiefly with rates charged for returned cores.

Mr. Mathey has been nominated for election to the office of vice-chairman of the paper committee of the Atlantic States Shippers Advisory Board, an organization designed to obtain co-operation between the shippers and the railroads. The election will be held at the boards next convention in Baltimore, Md., Jan. 13. Nomination is tantamount to election.

SPORTS WRITER IN TRAIN WRECK

Patton of Indianapolis Star Left Diner Just Before Crash

W. Blaine Patton, sports editor of the *Indianapolis Star,* was the only newspaper man aboard the Ponce de Leon, ill-fated crack Southern train that crashed with the Royal Palm near Rockmart, Ga., last week. Patton's life was literally saved by a piece of pie—that he didn't eat.

Patton, homeward bound after a trip to Havana, Cuba, had just finished his dinner in the dining car, where all the fatalities occurred a few minutes later. He decided not to eat his dessert and went forward to his compartment. Just as he picked up a newspaper to read the crash came and twenty persons lost their lives. Patton gave valuable aid to the injured and dying after the crash. He escaped with a slightly wrenched back.

As soon after the wreck as he could, Patton hurried to the telegraph office in Rockmart, and filed a first-hand story of the tragedy to the Star. He arrived in Indianapolis Sunday with several other Hoosiers, all of whom escaped unhurt.

ST. LOUIS CHANGES

Douglas B. Houser, vice-president and general advertising manager of the *St. Louis Globe-Democrat,* has announced the appointment of the following as department managers: Clifford Day, local display; Wilson W. Condict, automobile display; William T. Aderton, financial display; George R. Baker, national display; George Grinham, plan, and Joseph Traxler, copy. J. Carr Gamble and Charles W. Nax will head the gravure and classified departments respectively, as heretofore.

CALIFORNIA EDITORS TO MEET JAN. 21-22

Southern Group's Sessions in Los Angeles to Be "Strictly Business" —to Discuss Free Publicity

The annual convention of the Southern California Editorial Association, to be held in Los Angeles, Jan. 21-22, will be one of strictly business, according to present plans. Inspirational and informative talks, round-table discussion, routine business and election of officers will be crowded into the two-day meeting of weekly and daily publishers and editors.



BEN H. READ

The standing policy of the organization—the abandonment of "junketing" tours—which in the last year has accounted for an increase of fifty per cent in membership, will not be deviated from at the convention, officials state.

On Friday morning following the morning call to order there will be the appointment of committees. In the afternoon prominent speakers will address the delegates on subjects pertinent to the publishing business, L. A. Yankwick, well known Los Angeles attorney will speak on "The Newspaper and the Judiciary." W. H. Hanaford, of the Danby Mino Advertising Agency, Los Angeles, and former president of the California Advertising Service Association, will speak on "The Difficulties That Keep Weekly Papers Off National Advertising Campaign Lists."

Saturday morning will be given over to round-table discussions in separate group meetings of the Dailies Division and the Weeklies Division. Harry W. Webster of the *San Bernardino Sun* will have charge of the former group and Tobias Larson, *Claremont Courier* of the latter.

A business meeting, with committee reports and election of officers will consume the afternoon session, followed by the awarding of the *Los Angeles Times* cup for the best front page.

Officials of the association are hoping that out of the coming convention some plan may be evolved for more definitely combating the publicity evil.

The convention committee is composed of O. M. Cannon, *Santa Maria Times;* C. H. Turner, *Redondo Reflex,* George R. Barker, *Beverly Hills Citizen,* F. S. Hosfelt, *Colton Courier* and Nei R. Murrary, *El Monte Herald.*

Ben H. Read is managing director of the association.

AD MANAGERS ORGANIZE

Garrett Temporary Chairman of Southern California Group

The Southern California Editorial Association has sponsored the formation of a group of the advertising managers of the member newspapers.

It is planned to have the advertising men's group meet once a month to discuss matters of mutual interest and, whenever possible, to have outside speakers.

A constitution and by-laws has already been adopted and on Jan. 10 the organization will meet for the purpose of electing officers. Cyril Garrett of the *San Bernardino Sun* is temporary chairman, and Ben H. Read, managing director of the Southern California Editorial Association, is temporary secretary.

"This is the forerunner of new activities to be engaged in during the coming year by the association," declared Mr. Read. "Insofar as possible we plan to launch other group organizations for department heads."

EDITOR REVIEWS 40 YEARS IN FLEET STREET

alph D. Blumenfeld of Daily Express Tells of Days When "Flash" News Was Left at Printer's Mercy —No Illustrations or Display Type in Ads—No Drives for Circulation

By RALPH D. BLUMENFELD

Written for Advertising World of London, and reprinted by Editor & Publisher by Special Arrangement

HEN I first came into Fleet Street it was a somewhat circumscribed a. It was the day of the blanket sheet. e *Times, Morning Post, Daily Tele-aph, Standard, Daily News, Daily ronicle* and the *Morning Advertiser* re great sheets covered with block e. There were no headlines in the sent sense. We will take, for instance, e Times and the Standard, which were principal newspapers; their readers rely got an indication of the origin of ws from the top of the column, which d "Germany," "France," "Austria," nited States," and so on, according to geographical position.

The news of the day was mainly high itics and commercial information. The ris, Berlin and Vienna correspondents the great newspapers had the right of y. They wrapped their news in great erminable sentences, running into col-ins, but the patient reader, traveling to ndon by the slow methods of the time, d plenty of opportunity to pick out the rnel for himself.

A big piece of what is now known as lash" news took its chance at the hands the real autocrat of the paper—name-the head printer. If he found it con-nient to fit in a piece of news at the ot of a column anywhere he did so, t, as a rule, and this is no exaggera-n, the head printer was the arbiter. hen he had sufficient material for his rpose he shut down on the editorial partment and went to press. I myself more recent years—say twenty-five ars ago—have known the head printer me down to the editorial department d say: "No more stuff, please, the per's full." This was accepted as a finite rule, unless, of course, some piece important news came along, when it as generously fitted in somewhere. at, however, depended on the printer's od.

Of course, there were favorite publica-ns. The Daily Telegraph, for instance, as the popular newspaper of the time, boasted a circulation of 250,000, and e hoardings were plastered with an-uncements to this effect. People talked out the Daily Telegraph headlines, but ey were quite innocuous until, later, e *Daily Mail* came along, and then the ily Telegraph burst into great scaffold-gs of type.

The evening papers were really the gaphones of outstanding personalities o had something to preach, like Stead the *Pall Mall Gazette* and Greenwood the *St. James' Gazette.*

There were four or five special corre-ondents, such as Archibald Forbes and nnett Burleigh, who had an enormous llowing.

There were no illustrations and no dis-ay type in advertisements. Even block ters had difficulty of passage through e eye of a needle!

There were eight or ten advertising encies which did a fair business, but ere were no specialists in advertising, consultants, no lay-out men—the ord "publicity" was unknown. If "pub-lity" had been known then it would ve been the signal for a general amper on the part of business men to cape from the importunities of some-e who was trying to force himself on e public. It was not done!

This went on for many years. I recol-t that less than twenty-five years ago, inking along the lines of big publicity, occurred to me how useful it would for one of the big drapery businesses advertise itself, especially in a large ay. So I myself laid out a page and d it set up. I rang up the head of one the great distributing houses and told m I would like to see him on an im-rtant matter. As I was the editor, d not the advertising manager, I felt I uld approach him without rebuff, but smelt a rat and asked if I wanted to see him about advertising. "Oh, then I can't see you." "I must see you," I answered, "for this is a matter for you and not for me. I am not an advertising canvasser, and I don't care one way or the other what you do, but I would like you to see what I have devised for you." After some demur he agreed I should see him on the following Thursday, about a week later. I took my specimen page, which was really quite a good one for those days, and laid it on the table. To my surprise he was immensely attracted. "My dear sir," he said, "this is perfectly splendid. I like it very much. But I am afraid we could not do it. If we went in for this kind of advertising we should require an enormously increased staff and would probably have to put another couple of stories on to our build-ing. What would be the use? We are doing quite well enough."



Ralph D. Blumenfeld

So advertising at the end of the last century was very much in the same back-ward condition as the news department. There was no great push for circulation. For the daily newspaper it was consid-ered rather undignified to push circula-tion and to look round for new readers.

The real advance in the direction of widening the scope of newspapers, par-ticularly in London, came with the South African War. The Daily Mail, being a halfpenny paper, suddenly came within the purchasing scope of the people in the villages. Before then they had been satis-fied with *Lloyd's News* and the *People* on Sundays. But when all the boys of the villages went to South Africa, the Daily Mail published the casualty lists, and the villages wanted to know what had become of their boys. So, for the first time, the popular dailies penetrated to the highways and byways, the nooks and crannies of the country.

For four years the Daily Mail prac-tically had the halfpenny field to itself. Its competitor was the *Morning Leader,* which was absorbed by the Daily News; Sir George Newnes attempted another, but it lasted only a few months, and no serious opposition arose until 1900, when Sir Arthur Pearson inaugurated the *Daily Express.* He was able to start the Express owing to the demand created by the South African War.

The difficulty at that time was that these were halfpenny papers, and the halfpenny was the stumbling block in the sense that, although the halfpenny papers were more enterprising and had greater initiative, employing men of greater experience and talent, it was always considered a mark of inferiority to belong to a halfpenny newspaper. The Daily Chronicle was still a penny paper, the Daily News was a penny and The Times was threepence. It was not until about 1904 that the Daily News and the Chronicle took the grave step of desert-ing the high-toned penny market and put on the corduroys of the halfpenny. The reason for this step, of course, was sheer necessity, which perhaps they never re-gretted in the end, for it brought them prosperity and completely altered their make-up.

It is a peculiar coincidence that one war produced the halfpenny papers and another war forced them to the present state of pennydom!

In my early days, in London the great-est newspaper next to the traditional Times was the Standard. It had an enormous reputation for its continental news. Its foreign telegrams were consid-ered to be the most authoritative in the world. It held a position unequaled, with perhaps the exception of the *Manchester Guardian,* by any paper in the country. And then it went out like a rush-light. It did fairly well through the Boer War, was a Tory of Tories, but when Mr. Chamberlain produced his Tariff Reform scheme it took the liberty of declining to follow him, and then the circulation dwindled day by day, until at the end of 1905 it was handed over to Sir Arthur Pearson for what was then considered to be a mere song.

Regarding the methods employed in producing a newspaper, there was just as much difference between those days and now in the gathering of news as there was in the advertising and editorial de-partments. A reporter, for instance, was not obliged to come to his office if by the first post he had not received his assignments for the day. If there was no indication from the chief reporter—who was the news editor of the time—that the man was wanted, he had the day to himself.

It was not possible, for instance, for a reporter to call on a public man or a business man in the ordinary course for the purpose of obtaining an interview un-less he was what was called "properly dressed," which meant he had to wear a frock coat and a top hat. I remember one time, some thirty-five or six years ago, when I was the London correspond-ent of the *New York Herald,* there was a great financial disaster in the city. One of the most important houses had failed to meet its obligations, and it looked very much as if many banks and financial houses would come down in the crash. The obvious thing was for the Bank of England to come to the rescue, or at least issue a reassuring statement to the pub-lic. I suggested to Mr. Walter of The Times that he should send the financial editor to see the Governor of the Bank of England to obtain an interview to be sent round at once to the agencies as a Times interview. Mr. Walter did not think this could be done, as it was not usual. "If the bank has anything to say," he said, "the Governor will let us know."

I was young and unsophisticated, and not being subject to the sartorial rule I went to the bank myself. I had on a tweed suit and wore a bowler hat. This, in those days, was a rather unusual spec-tacle at the doors of the bank, for even the clerks were obliged to wear top hats, and I had difficulty in getting through to the proper room from whence I could send in my card. After a great deal of trouble I was at last scrutinized by two gentlemen in frock coats, whom I in-formed I wanted to see the Governor on behalf of the New York Herald, which at that time was one of the three greatest papers in the world. It happened to be the psychological moment for the door to open and someone to come out and say: "You are the very man I want." I went in and obtained from Mr. Lidderdale, the Governor of the Bank of England, the statement that reassured the world.

But before I went out, the Governor said to me, "How old are you?" I was twenty-six. "Goodness gracious me," he said, "and you are the European repre-sentative of that great newspaper? I can hardly believe it possible that so young a man should be in such a responsible position." He shook his head and showed me to the door, but I have always felt quite sure that until he saw the interview in the paper he was doubtful as to my *bona fides;* for in those days no man held any position of importance until he showed gray hair.

Up to twenty years ago the newspaper business in this country had not become scientific. There was no intensified study

and co-relationship between advertisers and the news-makers. The advertiser was looked upon as a person who supplied a certain sum of money regularly for the purpose of enabling the paper to come out. The material he himself supplied was not studied carefully. There was no real effort to get the best out of every line and to give the public a full and complete mental picture of what the advertiser was trying to convey. In other words, advertising was not news as it is today. People did not read the advertisements in the newspapers unless they wanted particularly to buy some particular object. Now they read advertisement announcements because they are interested in the news thus announced.

The advertising of the distributing London stores was done in a fashion for many years before Mr. Selfridge came to London, but it was done in a water-tight compartment manner. In other words, it was confined to the *Lady, Queen, Gentlewoman* and one or two other weekly journals devoted to feminine interests.

I make this prediction that as Mr. Selfridge increased in 1908 the growth of this business of advertising, so before 1948 will it be doubled, tripled and quadrupled not only in the daily papers but in all papers that appeal to the general public.

BRITISH FIRM FLOATS HUGE BOND ISSUE

Amalgamated Press, Ltd., London, Issues 4,500,000 Shares at £1 Each to Complete Expansion Plans

By Allan Delafons

(*Special to* Editor & Publisher)

London, Dec. 11.—The Amalgamated Press, Ltd., London, which has been formed to purchase the Amalgamated Press (1922) Ltd., from Graphic Publications, Ltd., to acquire certain goodwill and copyrights in publications from Cassell & Co., Ltd., London periodical publishing house, and to acquire a number of ordinary shares in the Imperial Paper Mills, Ltd., has made a public issue of 4,500,000 seven percent cumulative preference shares of £1 each.

The operations of the company prior to the public issue have proved to be the most remarkable in British newspaper history. Besides purchasing the Amalgamated Press (1922) Ltd., for over eight million pounds, the company has also negotiated agreements for the purchase of Cassell & Co., the Waverly Book Co., Ltd., the Radio Press, Ltd., and 67,350 ordinary shares in the Imperial Paper Mills, Ltd., Gravesend, which owns vast timber tracts in Quebec Province. The directors of the new company are Sir William E. Berry and J. Gomer Berry (directors of Graphic Publications, Ltd.), Sir George A. Sutton (a director of the old Amalgamated Press), Sir Edward M. Iliffe (chairman of Iliffe & Sons, Ltd.), Brigadier-General W. F. Mildren, Tod Anderson, H. J. Garrish, L. K. Clark, W. Blackwood, A. E. and A. R. Linforth, S. J. Brown, S. Cousins, T. Young, A. Bain Irvine, all of whom are either directors or principal shareholders in the companies to be purchased by the new Amalgamated Press. The late Lord Northcliffe founded the old company in 1888 with the publication of the weekly, *Answers,* and the concern now employs more than 5,000 people, and owns and publishes over 100 journals, including 76 weeklies, fortnightlies and monthlies, five serials, 18 annuals and ten libraries.

The publications to be taken over from Cassell & Co. by the new company comprise eight monthly magazines and four weekly publications. Last year the profits of the combined companies amounted to £857,388, and for the past four years have averaged annually £870,788. The total capital of the new Amalgamated Press, Ltd., is £6,200,000, of which £4,500,000 seven percent cumulative preference shares and £1,200,000 in ordinary shares (at ten shillings each) have been issued.

DECATUR DAILY STARTS EVENING EDITION

Herald Now Publishing 13 Issues a Week with Launching of Evening Herald Dec. 27—Planned in Secret

The *Decatur* (Ill.) *Herald,* completing its 47th year as a morning newspaper, appeared Monday with an afternoon edition as well. Henceforth, it was announced, the paper will publish both morning and afternoon editions six days a week, with a combined Sunday edition.

Appearance of the first issue of the *Evening Herald* upon the streets was a surprise for the city. No previous announcement of the publication had been made, and so complete was the secrecy maintained that employes in the business office of the paper had their first intimation of the new step when they heard the press running.

Herald executives explained that the growth of Decatur as an industrial city with an industrialized population which demanded an evening paper made the improvement necessary.

The evening edition is served by United Press. The full leased Associated Press report is retained for the morning editions. The morning paper also has United News printer service.

Advertising space for the Herald will be sold on a three edition basis.

PLANNING FOR BROWNING CASE

Many Correspondents Expected to Cover "Cinderella Man's" Trial

Sheriff Stephens is preparing the Colonial Court House of Carmel, N. Y., for the expected advent of newspaper correspondents to cover the Edward W. Browning—"Peaches" Heenan divorce trial to be held there on Jan. 24.

He has provided room in the basement for the Western Union operators, who will have six special wires, while several additional trunk lines from Carmel to New York are being provided by the New York Telephone Company.

INSTALLS DISPLAY WINDOWS

The *Muncie* (Ind.) *Star,* of the John C. Shaffer Star League of Indiana, has installed a display window in its business office for the benefit of advertisers.

CORSICANA SUN USING 21 TEXAS DAILIES TO ADVERTISE ITSELF AND STATE

Texas Prosperity Shows Gain of $101,982,000 Over 1925

Read Comparative Figures Below of 1925 and 1926 Agricultural Crops as Estimated by the Government. This Big Gain in Agricultural Products over last year added to the millions of dollars received from Cattle, Sheep, Swine, Poultry, Dairy, Truck, Citrus Fruits, Nuts, Wool, Oil, Mineral and industrial Resources makes Texas the Most Prosperous of all Southern States.

The money value of the Texas Cotton Crop this year will be about the same as it was last year.

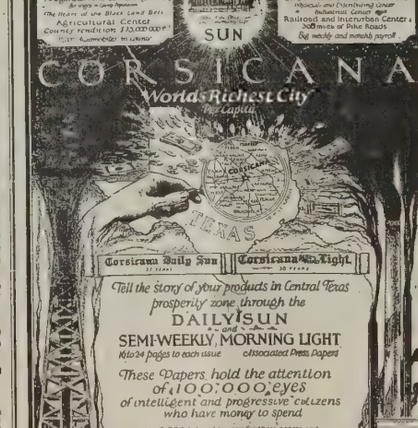
Crop Figures 1925

(From Government Estimates)

Cotton	$379,250,000
Corn	29,490,000
Kafirs	23,465,000
Oats	8,454,000
Wheat	10,156,000
Barley	752,000
Rye	67,000
Rice	9,012,000
Hay	12,276,000
Peanuts	1,219,000
Sweet Potatoes	8,707,000
Potatoes	3,307,000
Sorghum Syrup	1,326,000
Broom Corn	238,000
Peaches	2,625,000
Apples	222,000
Other Crops	308,564,000
Total Crop 1925	$799,330,000
1926 Crop	$901,312,000
1925 Crop	$799,330,000
Gain over last year	$101,982,000

SPECIAL NOTE:

The Figures above do not include the Great Revenue derived from the Cattle, Sheep, Swine, and Poultry industries for which Texas is famous. Nor does it include such Important Items as Texas Citrus Fruits, Nuts, Wool and other Minerals, each industry bring Millions of Dollars more annually. The 1926 total of the above important items far exceeds that of last year.



Crop Figures 1926

(From "Crops and Markets", published by U. S. Department of Agriculture.)

Cotton	$351,000,000
Corn	92,310,000
Kafirs	32,370,000
Oats	28,259,000
Wheat	40,014,000
Barley	3,750,000
Rye	1,440,000
Rice	8,540,000
Hay	25,200,000
Peanuts	1,785,000
Sweet Potatoes	8,450,000
Potatoes	3,620,000
Sorghum Syrup	2,700,000
Broom Corn	246,000
Peaches	3,400,000
Apples	332,000
Other crops	296,896,000
Total Crops 1926	$901,312,000
1926 Crop	$901,312,000
1925 Crop	$799,330,000
Gain over last year	$101,982,000

SPECIAL NOTE:

The figures above do not include the Great Revenue derived from the Cattle, Sheep, Swine and Poultry industries for which Texas is famous. Nor does it include such Important Items as Texas Citrus Fruits, Nuts, Wool and other Minerals, each industry bring Millions of Dollars more annually. The 1926 total of the above important items far exceeds that of last year.

Navarro and Surrounding Territory will receive its full share of such prosperity.

Corsicana, the Oil City of Texas

and County Seat of Navarro County is the Hub of the Commercial and Business Activity of Central Texas.

Corsicana Daily Sun and Semi-Weekly Morning Light

(This Page Advertisement is being run in twenty-one live and progressive Daily Newspapers in Texas, all of which are members of the Texas Daily Press League. You cannot cover the fertile and prosperous sections of Texas judiciously without using these papers.)

Specimen of Texas booster copy

ADVERTISING the prosperity of Texas and incidentally the prosperity of Corsicana and Navarro county will be the mission of the *Corsicana* (Tex.) *Daily Sun* in a campaign of some magnitude, the details of which were completed at the recent meeting of the Daily Press League of Texas in Dallas.

The Sun will carry a page advertisement in 21 leading newspapers of the state in which facts and figures concerning crop values and other resources will be set forth to show that Texas is in far better condition, regardless of the big cotton crop, than it has been in a number of years. The 1926 values of crops as estimated by the government will be compared with government figures for 1925.

The Texas newspapers which will carry this page advertisement include *Abilene Reporter, Amarillo News-Post, Brownsville Herald, Bryan Eagle, Corpus Christi Caller,* Corsicana Sun, *Denison Herald, Denton Record Chronicle, Eastland Telegram, Greenville Banner, Hillsboro Mirror, Lubbock Journal, Marshall News-Messenger, Mineral Wells Index, Palestine Herald, Paris News, Ranger Times, San Angelo Standard, Sherman Democrat, Temple Telegram, Texarkana Gazette.*

NO INDICTMENTS FOUND BY INDIANA JURY

Group Investigating Political Corruption Charges Made by Indiana Editor Passes Work On to New Jury

Returning no indictments against any person included in wholesale charges hurled about three months ago by Thomas H. Adams, editor and publisher of the *Vincennes* (Ind.) *Commercial,* the Marion county grand jury in Indianapolis Monday submitted a final report to Judge James A. Collins in Criminal court, in which it stated that none of the charges against state officials had been sustained. When informed of the report Adams declared it "outrageous," and reiterated his intention of carrying an appeal for further probe to the state Legislature.

The grand jury recommended in its report that the incoming grand jury which will be impanelled next Monday continue the investigation which has been under way for 11 weeks. William H. Remy, prosecuting attorney, expressed dissatisfaction with the report stating he had hoped "the result would be different."

Adams, as head of the press probe committee of the Indiana Republican Editorial Association, stirred the nation and received columns of space in mid-Western newspapers in October when he asserted that he had unearthed documentary evidence of wholesale corruption and graft in Indiana political and official life, centering largely during the regime of D. C. Stephenson, former head of the Indiana Ku Klux Klan, now serving a life sentence in the state prison for murder. Adam's charges brought about the grand jury investigation as well as a probe by the Reed senatorial committee, and incidentally instigated a $1,000,000 libel suit against the *Indianapolis Times,* himself and several others by Mayor John L. Duvall of Indianapolis after the Times printed an alleged photographed facsimile of a "patronage contract" letter between Duvall and Stephenson.

Concurrent with the grand jury's report, a circular letter from Adams to members of the state Legislature was made public which seeks the aid of the Legislature in conducting a state-wide investigation into local and state government. Adams declared the situation is "distressing," and asks the senators to assist in bringing about a legislative investigation along the lines of the probe he instigated by the grand jury.

WASHINGTON PAPER SUED

J. P. Rawson and Mrs. Rawson, owners and publishers of the *Puyallup* (Wash.) *Herald,* were made defendants in a damage suit for $15,000 filed by James and Anna Wilson in superior court Dec. 17. The suit is the outcome of an article printed in the Herald about "The Community House," a roadhouse near Puyallup conducted by Mr. and Mrs. Wilson.

WINS $500 LIBEL DAMAGES

Former Minister Gets Verdict in Suit Against Former Pomeroy Publisher

W. F. Wilson's former Methodist minister was awarded $500 "general damages" by a jury at Pomeroy, O., in his $25,000 libel suit against Ralston Russell former publisher of the *Pomeroy Daily News.* The costs must be paid by the former editor who has announced that he will appeal the verdict.

It is understood that only nine of the jury of 12 signed the verdict, although under the Ohio law nine is a legal requirement on a libel verdict.

Wilson in his suit alleged his character and reputation had been damaged to the extent of $25,000 by an article published in the Daily News nearly two years ago which related to a raid on the home of Mrs. Lena Hill of Leetonia, by the minister's wife and daughter.

RIDDERS IN $2,500,000 NEW YORK DEAL

rothers Expect to Purchase Journal of Commerce—Commercial to Be Discontinued—Transaction Involves Possible Sale of A. P. Membership to Daily News for $500,000

EGOTIATIONS were nearing completion late this week for purchase the *New York Journal of Commerce,* daily business paper, from the heirs R. R. Govin, by the Ridder brothers, the Staats-Herold Corporation, publishers of the *New Yorker Staats-Zeitung Herold.*

The *New York Commercial* is also ncerned in the deal, proposed arngements calling for the suspension of s daily and transfer of subscription s and advertising contracts to the w York Journal of Commerce. The n of in excess of $2,500,000 was oted as the purchase price of the two operties.

The expected transaction takes on led significance in view of the fact t it involves the possible sale of an sociated Press membership, held by Journal of Commerce, to the *New rk Daily News,* for a rumored price more than $500,000.

Morris & McVey, a law firm, is resenting the Govin heirs.

While Bernard H. Ridder, president the Staats-Herold Corporation, would commit himself definitely regarding deal, when questioned by EDITOR & BLISHER, he admitted it might possi- be completed either late this week or ly next. The Ridder Brothers are rnard, the eldest, and Joseph E. and tor, twins.

They will direct the publication of the rnal of Commerce, if the deal goes ough, continuing direction of the ats-Zeitung Herold, and the *Jamaica* . I.) *Press,* which they purchased eral months ago.

. E. Owens, who has resigned as proction manager of the *New York orld,* effective Jan. 1, will be general nager of the Journal of Commerce. Parker Willis will continue as editor.

Equipment of both dailies are included the deal, and the Ridder brothers plan use the best machinery of both and ntually to move into a new plant, since Commercial and the Journal of Comrce are at present housed in downn office buildings.

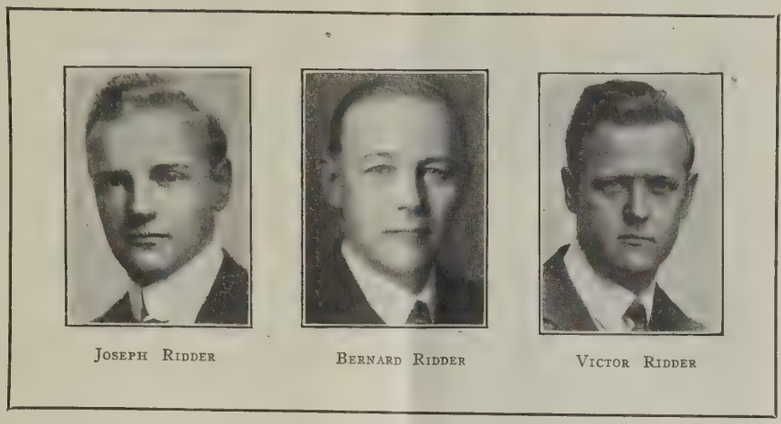
hields & Co., bankers, will float a 0,000 ten-year 6½ per cent bond issue the Journal of Commerce, when the lder brothers become owners. The rnal of Commerce Corporation will organized for this purpose.

The Ridder family has been in the wspaper publishing business in New rk for more than half a century. rman Ridder, the father of the present hers of the New Yorker Staatsung and Evening Herold, began lishing a German Catholic weekly in w York called the *Katholisches Volksblatt* in 1875. He became owner of the ats-Zeitung in 1889. All three of sons were born in New York and nded Columbia University.

Bernard Ridder was first to enter wspaper work, receiving his early ning on the *Brooklyn Eagle.* In uary 1905 he became connected with Staats-Zeitung. Victor followed his r brother on that paper, joining the f in May 1905.

oseph Ridder, graduated from Columwith the class of 1906, as a mechanical engineer, and immediately became ociated with his father and brothers the German language daily. His work was to superintend the removal the paper from its old plant on the of the Municipal Building to its ent home.

When Herman Ridder organized the rnational Typesetting Machine Comy in 1912, now the Intertype Corpon, Joseph Ridder was appointed eral manager of the firm, continuing that capacity until 1916. Then he rned as a director of the Staatsung, in charge of production.



JOSEPH RIDDER BERNARD RIDDER VICTOR RIDDER

On the death of his father in November, 1915, Bernard Ridder was elected president of the Staats-Zeitung and has held that office continually since, becoming president of the Staats-Herold Corporation on the amalgamation of the Staats-Zeitung and the German Herold.

Victor Ridder has always been prominent in affairs of the American Newspaper Publishers Association and the Publishers Association of New York City. He is at present chairman of the technical schools committee of the A. N. P. A., and a member of the legislative committee of the local publishers group.

Mr. Willis, editor of the Journal of Commerce, and who will continue in that position, is a professor of economics at Columbia University, and is recognized as one of the leading authorities in the business field.

He became associate editor of the Journal of Commerce in 1910 and was made editor in 1919. He has an A.B. and Ph.D. degree from the University of Chicago and has studied in the universities of Leipzig and Vienna, specializing on economics, history, political science, and law. He is best known for the important work he accomplished in the organization of the Federal Reserve Board. From 1914 to 1918 he was secretary of the board in Washington, and continued until 1922 as its director of research, becoming a consulting economist of the board after that date. He has also been an editorial writer for the *New York Evening Post* and the *Springfield Republican.*

Mr. Owens will become general manager of the Journal of Commerce after an association with the New York World dating back to 1922, when he was made assistant mechanical superintendent of that paper. He was promoted to production manager of the World after the newspaper strike in 1923.

A native of Eau Claire, Wis., he started his newspaper career in 1906 working for his uncle, W. J. Murphy, publisher of the *Minneapolis Tribune.* In 1907 he enterd the college of engineering of the University of Minnesota, and while a student spent much of his free time learning newspaper production at the Tribune. Receiving his degree as mechanical engineer in 1911, he became assistant mechanical superintendent of the Tribune, and was made its mechanical superintendent in 1915.

During the World War he entered the engineer corps and was later transferred to the air service as officer in charge of construction of a flying field at Waco, Tex. From Waco he was headed for overseas with an aero squadron to leave from Mineola, when the armistice was signed.

In January, 1919, he became mechanical superintendent and assistant to the business manager of the *Louisville Courier-Journal and Times,* remaining with those papers until he became associated with the World.

The Journal of Commerce has been published in New York for 99 years. The Commercial was established in 1795.

BOGOTA ENTERTAINS AMERICAN EDITOR



They say about Bogota, Colombia:
"You come for a week and stay for a month
"The month drags on to a year;
"You never do know, when you will go,
"You only know you are here."

J. H. FURAY, vice-president of the United Press Associations, did manage to get away after ten days of continuous parties, and after he had renewed contracts with five Bogota dailies to take U. P., *El Tiempo, El Espectador, El Newvo Tiempo, El Diario Nacional,* and *El Mundo al Dia.* He also made arrangements to open a U. P. bureau in Bogota in February.

Although the newspaper editors of the city could not persuade him to stay, Furay said this week he hoped to return again some day, and while in America he has become one of Colombia's most ardent boosters.

"Colombia has a great future ahead of it," he declared. "It is the richest country in South America. As this country grows, and it is bound to grow, it is going to have many problems to solve, and I firmly believe the newspapers of the country are going to play an important part in the solution. The newspapers are good now, but there is room for improvement. The owners realize that and are doing all they can to put out better papers."

Mr. Furay left New York Nov. 10 and returned to this country late in December. He visited Colon, Cartagena and Barranquilla, traveling from the latter city by airplane 600 miles up the Magdalina River to Girardot, from which place he reached Bogota by train.

His stay in Bogata was one round of pleasure. In the picture reproduced above, he is shown on a trip to Tequendama Falls near Bogota with (left to right) G. Perez Sarmiento, U. P. correspondent in Bogota; Dr. Edwardo Santos, director of El Tiempo. Benjamin Silva Herrera, director of Diario Nacional and Mr. Furay.

DINNER FOR H. F. KING

H. Fred King, who retired this week as advertising manager of the *Springfield* (Mass.) *Union* after 33 years of service in the department, was guest of honor at a dinner tendered him by the Publicity Club of Springfield, Dec. 28. More than 100 merchants with whom Mr. King was in contact as an advertising man attended the dinner. He was presented a radio set and a gold watch. M. S. Sherman, formerly editor of the Union and now editor of the *Hartford* (Conn.) *Courant,* attended. Mr. King enters the service of the Albert V. Reopell Company, automobile dealers.

STREATOR DAILIES MERGE

The *Streator* (Ill.) *Free Press* and the *Streator Independent-Times* will consolidate Jan. 1, as the *Times-Press,* making the latter the only daily paper in that city. John R. Fornof, present editor of the Free press, is business manager of the merged papers and Fred LeRoy, present publisher of the Independent Times, is editor. The Times-Press is represented nationally by the Allen-Klapp Company.

BUNDLE RATE SOUGHT BY A. N. P. A. ALONG WITH POSTAL REDUCTION

Complete Program of Publishers' Organiation Outlined by J. D. Barnum—Gratified That Senate Will Take Up Question at This Session

A RETURN to the 1920 postal rates and the establishment of a newspaper bundle rate are the two objectives which the American Newspaper Publishers are fighting to reach at this session of Congress, J. D. Barnum, chairman of the Postal Committee of that organization told EDITOR & PUBLISHER this week.

"Reports from Washington indicate that the Senate Committee on Post Offices and Post Roads intends to give thorough consideration to a revision of second class rates at this session of Congress," he said. "It is gratifying to the publishers of daily newspapers to know that the Senate intends to take up this matter, even though the Joint Sub-Committee of Congress charged with the responsibility of recommending a revision in Postal rates failed to agree upon a general plan including second class rates insofar as they affect daily newspapers.

"The publishers of daily newspapers will ask the Senate Post Office Committee to recommend a return to the 1920 rates and the establishment of a bundle rate, where the only service performed by the Post Office Department is the transportation of newsdealers bundles on the railroads.

"The bundle rate is not only essential but it is economically sound. The evidence before the Joint Committee showed that the average haul on these bundles was invariably short; that the average charge paid by the publisher to the Post Office Department ranges from $1.75 to $1.85 per hundred pounds, and that the charge paid by the Post Office Department to the railroads is only about 12c per hundred pounds for each 60 miles the bundle travels.

"The American Newspaper Publishers Association feels that this request for a return from the present prohibitive rates to the 1920 rates is justified on the grounds of sound economy and business administration in the Post Office Department. The records of the Department show that the volume of daily newspaper mail has decreased since 1920. The records further show that had the Post Office Department maintained the same volume in numbers of pieces of daily newspapers that it carried in 1920, its receipts in 1926 would have been 33⅓ per cent higher than they were in 1920 because of the increase in size of the newspapers alone.

"Daily newspaper publishers believe that there is sufficient evidence before Congress now to refute the statements which have emanated from Washington in the past that daily newspapers are carried at a loss in the mails. In this connection, it should be pointed out that the Post Office Department in 1923 performed services which were of a purely policy character without regard either to expense or to income, the cost of which totaled $150,822,000. The cost of these public policy services has mounted proportionately since 1923. No proper method of accounting for them has been set up, however, and as a result they are still charged up against the paying users of the mails. If they are eliminated, either by statute or by bookkeeping methods, as a charge against the general mail service, then it will become clearly apparent that those users of the mails who pay the full rates far more than pay their way. Any statement emanating from the Post Office Department or from any other authority regarding the operation of that Department at a loss or at a profit should be read in connection with the Department's policy of performing this enormous amount of service at the direction of Congress, without regard to the cost thereof.

"No publisher believes that the Post Office Department should carry his papers at a loss, but every publisher does believe, and firmly believes, that the Post Office Department should not saddle on the publishers of the daily newspapers and other paying users of the mails, charges for services which Congress has specifically ordered without regard to their cost and which can not fairly be apportioned to the users of the mails, in view of the fact that they were ordered more for the benefit of the receivers than for the senders of mail.

"The Chairman of the postal committee of the American Newspaper Publishers Association and other members of the Committee will be in Washington from now on watching this legislation. They will submit to the Senate and to the House figures which prove conclusively that the cost of distribution through the mails is far out of proportion to every other item of distribution cost entering into their business and they will contend Postal rates should be fixed which will allow the Post Office Department to serve the public by handling newspapers in the mails, instead of driving them to use other means, as has been the case since 1920."



J. D. Barnum

BIG AUTOMOBILE YEAR

Great Campaigns to Be Planned at New York Show Next Week

The new year, forecast in many quarters as the "biggest advertising year in automotive history," will be formally launched at the National Automobile Show, to open under the auspices of the National Automobile Chamber of Commerce at the Grand Central Palace, New York, Saturday, January 8. Forty-five makes of cars, in more than 200 models, will be shown. On six or more of them advertising campaigns of $1,000,000 to as high as $10,000,000 are said to be planned.

A feature of the show this year will be the introduction of several new small cars. A new Studebaker car, the Erskine, now on exhibit at the Studebaker salon in the Plaza, will be shown there. The Little Marmon is also entered. Other new small cars are expected to be announced at the opening of the show.

A series of luncheons and dinners is now being held in New York by dealers and manufacturers, to dramatize their products. Advertising men from various parts of the country are expected to attend the show.

EDITOR & PUBLISHER CALENDAR

Jan. 5-7—North Carolina Press Assn., 3rd annual newspaper institute University of North Carolina, Chapel Hill.
Jan. 8—Alabama Press Assn., meeting, Birmingham, Ala.
Jan. 14-15—American Society of Newspaper Editors, Willard Hotel, Washington, D. C.
Jan. 14-15—Colorado Editorial Assn., mid-winter meeting, Denver Col.
Jan. 14-15—Northeast Missouri Press Assn., mid-winter meeting, Petersburg, Va.
Jan. 14-15—Virginia Press Assn., mid-winter meeting, Petersburg, Va.
Jan. 14-15—North Dakota Press Assn., winter meeting, Bismark, N. D.
Jan. 15-22—Thrift Week.
Jan. 17—"Newspaper Day," Benjamin Franklin's Birthday.
Jan. 20-22—Northern Minnesota Editorial Assn., annual meeting.

HARRIMAN PURCHASES MIDDLETOWN DAILY

Will Consolidate Newly Acquired Times Press With Herald—Sale Included Ten Weekly Newspapers

E. Roland Harriman of Arden, Orange County, N. Y., added to his newspaper interests this week the 75-year-old *Middletown Times Press,* which, after Jan. 1, will be consolidated with the *Daily Herald,* owned by Mr. Harriman and his brother, W. Averill Harriman, for two years.

The Times Press was owned by the Stivers Printing Company, and Dr. M. A. Stivers, of that company, becomes a director of the Orange County Independent Corporation, Mr. Harriman's newspaper company. The consolidated paper will be published from the Herald plant, and be under the management of Talcott Powell, general manager of the Herald, a former *New York Herald Tribune* man. For a time it will carry both mastheads.

Charles B. Welch, of the Times Press advertising department; Raphael Sturman, Times Press circulation manager, and Henry P. Powers, 69-year-old veteran reporter and Miss Frances Amstalden, society editor of the Times Press are retained by the consolidated paper from a group of more than 50 Times Press employes.

At least $225,000 in cash, together with a stock interest and possibly other deferred payments, figured in the transaction, it was reported.

Fred B. Stuart, formerly of Syracuse, was general manager of the Times Press and Henry L. Rennick, formerly of the Associated Press foreign staff, was managing editor.

"The Daily Herold has a contract with one year to run with the United Press," T. W. Powell, managing editor of the Herald informed EDITOR & PUBLISHER. The Times-Press membership has six months to run with the Associated Press owing to the absence of our president for ten days we are unable to settle which service shall be permanently continued with the combined newspapers. We have requested the Associated Press to strike out the exclusive feature in furnishing local news for a temporary period and if consent is obtained, we will continue both services until the return of Mr. Harriman, when a definite decision will be reached.

The sale included ten weekly newspapers, known as the Orange County group, which were printed in the Times Press plant and now will be published by the Herald.

Palmer, Dewitt & Palmer, newspaper brokers, New York, handled the sale.

PAUL PALMER NAME WORLD SUNDAY EDITO

Former St. Louis Post-Dispatch Ma Succeeds J. O'Hara Cosgrave— Once Joseph Pulitzer's Secretary

Paul Palmer, 26 years old, is the ne Sunday editor of the *New York Worl* succeeding John O'Hara Cosgrave, wh resigned effecti Jan. 1. He is direct charge the World's Su day tabloid ma azine and r magic sections.



PAUL PALMER

Mr. Palme became assista to Mr. Cosgra several mont ago, coming the World fro the *St. Lou Post-Dispatc* where he w Sunday editor.

A graduate Harvard College with the class of 192 Mr. Palmer began his newspaper care in the fall of that year as police report of the *Baltimore Sun.* After a fe months in this job, he was made a speci feature writer.

In 1923 he left newspaper work a spent six months in Paris, writing a painting. Returning to this country, became secretary to Joseph Pulitzer, ed tor of the St. Louis Post-Dispatch. H continued as secretary to Mr. Pulitz from October, 1923, to March, 1925, wh he was made Sunday editor. In Septe ber 1925 he started the color gravu magazine section of the Post-Dispatc and in July of 1926 was made Mr. Co grave's assistant in New York.

Mr. Palmer was married in June 19 in St. Louis to Margaret Brooker. Mr Palmer is a member of the staff of t *New Yorker.*

There will be no changes for the pre ent on the World's Sunday magazi staff, Mr. Palmer said. Richard Clar will continue in charge of the color gra ure section.

CLARK, BUFFALO TIME VETERAN, DIES

Rose from Circulation Department General Manager—Death Followed Nervous Breakdown Caused by Recent Operations

Thomas M. Clark, general manager the *Buffalo Times,* died Dec. 25, in h home, in Buffalo.

Mr. Clark had been ill several wee suffering from a nervous breakdown, sulting, it is believed from the effe of two operations at Johns Hopkins h pital at Baltimore where he went l summer when his vision became impair

Mr. Clark was born in England years ago. He received his early edu tion there. He came to the United Sta while still a youth and made his home St. Charles, Ill., where he began his ne paper career first as advance man fo circus. In that capacity he gained wide acquaintance among the newspa men of the country. He then came Buffalo, entering the employ of Times where he served first in the cir lation department and later as busin and advertising manager.

After 35 years with the Times Clark went to the *Courier-Enquirer,* turning three years later to the Tim as general manager, and remaining that capacity until his death.

Mr. Clark's first wife, whom he m ried at St. Charles, Ill., died in 1896, married a second time a few years la and is survived by his wife; three dau ters, Mrs. J. R. Suor of Snyder, M Gordon T. Wilson and Miss Irma Clark of Buffalo; one son, Albert Clark, and two sisters, Mrs. Martha H cock of Buffalo and Mrs. M. A. Bu nell of Tunbridge Wells, England.

EPARTMENTAL PROMOTION SERVICE LAUNCHED BY CHICAGO SYNDICATE

sociated Editors, Inc., Believes New Plan of High Benefit to Publishers and a Departure from Present Methods—Auto, Farm, Church, Real Estate Features Added

NEW departure in syndication, the newspaper departmental promotion rice, is being announced this year by sociated Edi-, Inc. of Chi-o.



JOHN H. MILLAR

ohn H. Millar, sident of the dicate, in ex-ining this new ve, says, eretofore the tom has been syndicates to fer features, ier one at a e, or in the n of complete aket services. w syndicates e attempted strike the happy medium in between se two extremes.

As a matter of fact neither of these methods of selling features fits in h the ordinary procedure of running ewspaper. A publisher does not say his editor, 'There is something wrong h this paper. Let's get a new feature.' ther does he say, 'Let's throw out all features and put in a new blanket vice.' He is, however, quite likely to remark 'Our automobile department is punk. Why don't you liven it up?' or, 'I wish you'd try to make this newspaper more interesting to farmers. Our country circulation fell off last quarter.'



EDWARD N. DOLBEY, JR.

"A modern newspaper, like any other big business, is made up of many de-tments. The soundest and most sen-e method of building and strengthen-the institution, whether it be a news-er or a factory, is to tackle one de-tment at a time, make it absolutely it, and settle it once for all. Adolph is has stated, I believe, that this is method he followed in building the *w York Times.*

Why then should not a syndicate fol-the same departmental method in de-ping and offering its features? This hat Associated Editors, Inc., proposes lo. We intend to admit very frankly t we have no feature so good that a er can't get along without it. We will claim that when a newspaper pur-ses everything we offer its circulation blems will vanish. Instead of a col-ion of 'world's greatest circulation ders' we intend to offer, for each of umber of departments of a newspaper, balanced group of carefully selected tures, together with definite plans and gestions for building up that depart-it, so that, with the proper co-opera-on the part of the newspaper's own f, the department will be handled e effectively and developed more ndly than could be done by features ne or by the work of the local staff ne."

While Associated Editors, Inc. is en-ng the departmental promotion service i this year in a decided way, by start-four complete new services for four arate newspaper departments, backed by a large schedule of advertising and most aggressive sales campaign that syndicate has ever undertaken, the ture itself is not the result of any den inspiration, but rather the logical growth of a policy that the syndicate followed with more or less consistency eight years.

Mr. Millar's entry into the syndicate field early in 1919 was as the proprietor of the "Boys' and Girls' Newspaper Service." This service contained the fundamentals of the departmental promotion service, in that it consisted of a balanced group of features, offered on their editorial merit, without any big names to bolster them up, and with the syndicate urging newspapers to supplement the features with local news and children's contributions. Many dailies co-operated with the "Boys' and Girls' Newspaper Service" by developing daily miniature newspapers for children, consisting of local news and features mixed with syndicated matter. Many of these, started in 1919-20, are still running successfully.

Another move in the same direction made by Associated Editors, Inc., was the development about two years ago of the "City Editors' Service," designed to help the local news room. In this service the syndicate's reliance on ideas and editorial merit, rather than on names, to get the proposition over has been followed most thoroughly. There are no signatures, no by-lines. Newspapers using the service do not know where the ideas come from or who has done the work on them. The hunches for local stories, which are the main feature of the service, are issued with the stories partially worked out, and mats of illustrations are provided. Suggestions for handling the stories are included.

The Associated Editors Classified Service is another departmental promotion venture, though it differs from the others in that it interests the business office exclusively.

The feature of the services is that they consist of features that stand solely on their editorial merit, so published that they are of immediate use to the newspaper in building advertising or increasing circulation.

E. L. Tinzmann, western representative for Associated Editors, Inc., has for eight months devoted full time to developing four new departmental promotion services.

In developing the "Auto Editors' Service," Mr. Tinzmann first subscribed through a clipping service to all the automobile pages, departments, and sections in newspapers that he could find. These were analyzed and compared. Then he listed all the various kinds of automobile features now in use, together with all the new ones that he and the staff of Associated Editors, Inc., could think of, and sent out a questionnaire to leading automobile editors and the editors of papers with the best automobile departments, asking these men to check on a ballot-like list the automobile features that they would prefer of all on the long list of suggestions. As a result of this work, the features, out of which the "Auto Editor's Service" has been made, were selected and developed. It consists largely of illustrated features for the motorist. It pays no attention to the dealer, concentrating its efforts on getting more motor-owning readers for the automobile department.

So far, most papers that have ordered the service have ordered extra copies of the monthly books of copy, imprinted with their names on the cover, thus indicating that they plan to follow the syndicate's suggestions in using the service as a means of turning down publicity and selling more advertising.

The "Farm Editor's Service" is prepared along similar lines, excepting that more attention is being paid to the working out of ways and means of utilizing the service to increase circulation.

Associated Editors, Inc. is in a fortunate position to do constructive work along this line, because of its connection with the Home News Publishing Company, a chain of seven of the leading country weeklies of northern Illinois and Southern Wisconsin, organized two years ago by Mr. Millar and actively headed by him. These weekly papers, with a circulation almost entirely rural, have been used by the syndicate as a testing ground for farm features and for the working out of ideas for the handling of farm news. Several of the editors of these papers, notably E. B. Butler of the *Mendota Sun-Bulletin* and C. A. Stafford of the *Rochelle Register-Independent,* have done unusually good work in the applying of city newspaper methods to the handling of rural newspapers. The result of this experimentation is available to the syndicate in the selecting and developing of material for the "Farm Editors' Service" and in making recommendations to dailies as to how to handle their problems of securing and holding farm circulation.

The service follows more or less along the lines of the "Auto Editors' Service." There are, in the first month's service, three features giving serious information or instruction, two that combine instruction and humor, two for the farmer's wife, a two-column cartoon, and a single-column comic.

Of special interest are the two features that combine information and humor. One is a weekly six-column comic strip, "Professor Silo," which is the work of C. V. Gregory, editor of the *Prairie Farmer,* an ex-farmer who has become one of the leaders in agricultural journalism, and R. L. Inman, staff cartoonist of the same magazine. The other is "Farm Facts and Fun," a column in which serious pointers about farming, news items, jokes, and wise cracks are mixed together. This is the work of Mr. Stafford, referred to above, who developed the feature when he was farm editor of the *Marion* (Ind.) *Chronicle.*

Third on the list of departmental promotion services, is the one that ties up with the church and religious department of a daily. The church page cannot have any of the sensational appeal that livens up the general news pages. It is of necessity serious; there can be but few illustrations; all too frequently it is a typographically dull, gray mass.

As an antidote to these tendencies, particular attention has been given to the choice of art, and to its effective use, in the "Church Page Service." The leading feature is "The Life of Christ" in picture-story-strip form, in fifty-two weekly installments, arranged by John H. Gihon, with art work by W. O. Roberts. "Famous Churches of the World" by the same two men, with two-column pen and ink sketches of the churches is included in the service. A very small feature for children "Tell Me a Story," by Florence Clark, author of "Tree-Top Stories" is likewise noteworthy.

Fourth on the list of departmental promotion services, is the one having to do with real estate and building, which will be published and first offered in January for release April 1. Like the other services, it will avoid duplicating material of which there is already an abundance, as, for example, house plans. It is being prepared to interest the home owner rather than the professional builder.

This program has necessitated a considerable expansion in the personnel of Associated Editors, Inc.

Edward N. Dolbey, Jr., for the past two years sales representative of the *New York Herald Tribune* Syndicate, has just joined the sales staff of the syndicate and will be the key-man in the sales organization, having charge of the Eastern territory. E. L. Tinzmann, having spent almost a year in developing the services, will travel extensively in the West, doing the field-work that is necessary in order that the services may co-operate most effectively with the newspapers using them. W. Boyce Morgan, managing editor, and J. Abegg, business manager, will continue in charge of the editorial and business administration of the business.

REPORTER INVENTS LANTERN-CANE FOR CRIPPLED FRIEND



John W. Macauley

FRANK P. SIBLEY, war correspondent and special writer for the *Boston Globe,* has presented an unique, but practical gift to a handicapped railroad man. It is a combination lantern and cane and of great service to John W. Macauley, switchman for the B. & M. railroad, who lost his leg many years ago.

Sibley and Macauley are friends. Sibley noted that Macauley had great difficulty in his work of uncoupling switches. He was forced to carry two canes and a lantern. To perform his duties, he would place his lantern on the ground and then bearing on one of his two canes, would complete his work. Sibley, seeing this arduous work, made every effort to ease his labors. After consulting with George M. Gray, lantern manufacturer, near Boston, Sibley invented the unique lantern-cane, shown above. A special pattern was drafted by the company and Mr. Sibley presented his gift sometime before Christmas.

Special wood was used in making the cane. The lantern is also of unusual brilliance and greatly helps Macauley at night. There is a steel spike at the bottom of the lantern-cane, and with this imbedded into the ground or ties Mr. Macauley leans hard and in the brilliant light performs his work more easily. It is also used for signalling. The weight of the device is about four pounds and is about four feet high.

Sibley has been in newspaper service for 35 years. He started his career with the *Boston Transcript* in 1891, went West for a while, returning to the Globe where he has remained since. He served as the Globe's war correspondent for two years, being with the 25th (Yankee) division, which comprised mostly all New England boys. Macauley has also had an adventurous career, which undoubtedly tends to strengthen their friendship.

TRY TO MOB REPORTERS

Reporters covering a meeting during the by-election at Smethwick where Oswald Mosley, son of Sir Oswald Mosley and wife of Lady Cynthia Mosley, was the Socialist candidate, had an exciting few minutes when the box of the local theatre in which the meeting was held was attacked by a crowd of angry women. Attempts to force the door of the box failed, but during the meeting insulting and threatening remarks were flung at the reporters. Ultimately stewards persuaded the women to leave the press box alone, but not before the door had been partly broken in.

CHARGE FRAUD ADS COST PUBLIC $50,000 IN ACME FARMS OPERATIONS

Three Men Indicted in Atlanta by U. S. Grand Jury Used Forty Trade Names—Profits Estimated at $150,000 a Year

By ELINOR HILLYER

(*Atlanta Correspondent of* Editor & Publisher)

ATLANTA, GA.—Dec. 30.—The public has been defrauded of about $50,000, according to Post Office inspector's estimates, in the nation-wide advertising and mail order swindle, which culminated in Atlanta with the arrest of D. W. Nichols and H. D. Gaines, on the evening of Dec. 9, who with their associate, J. G. Grimes, are now under 18 fraud indictments found by the Fulton County grand jury.

The scope of thes men's activities had reached almost at least 38 states, and had even penetrated as far as Toronto, Canada. They operated under the names of about forty firms, giving addresses in more than a hundred different towns. The list compiled by R. H. Tomlinson, post office inspector in charge of the case is as follows:—

D. W. Nichols operated under the names:

D. W. Nichols, David Nichols, David W. Nichols, Nichols Farms, Nichols & Son, Nichols Wholesale Grocery, Z. T. Nichols & Sons, American Brokerage Company, Southern Warehouses, Alabama Grain Exchange, The Fulghum Hatchery, The Dixie Hatchery, The Red Hatchery, The Farrow Hatchery, Freeport Certified Seed Company, Busy Bee Apiary, Fulghum Seed Company, Dixie Products Co., Acme Orange Farms, Acme Farms.

H. D. Gaines operated under the names:

H. D. Gaines, H. D. Gaines Seed Company, Gaines Seed Company, Gaines Honey Company, Gaines Seed & Honey Company, Gaines Brokerage Company, Harvey Brokerage Company, Consolidated Grain Exchange, American Grain Exchange, Acme Farms, Acme Orange Farms, Standard Hatchery, Harvey & Co., H. Dean & Co., Dean & Co.

J. G. Grimes operated under names: J. G. Grimes, Grimes Brokerage Company, The James Hatchery, American Malt Company, J. G. Grimes & Co.

Mr. Tomlinson estimates that the trio realized about $150,000 profit during the whole period of their operations which have extended over more than a year in a modest way. Of this sum $50,000 has been taken by absolute fraud, it is alleged. In addition to this is $4,000 to $5,000 worth of advertising placed in different publications throughout the country, which was never paid for.

At the rate money was pouring into their hands inspector Tomlinson declares that they would have netted several hundred thousand dollars by Jan. 1.

The scheme seems to have grown from small beginnings. Nichols is said to have been in the game for four or five years, operating from Rockmart, Ga. Affidavits show that Nichols rented space in the general store to carry on what was known as an "advertising business," receiving about 30 letters a day. He had this office until Dec., 1925, when he came to Atlanta.

All through the first part of 1926 he operated in a small way, placing advertisements of different products in newspapers, farm journals and religious papers, offering produce for sale at unusually low prices.

The advertisements were worded so as to give the impression that the chickens, seed, oranges, melt, plants, honey, etc., were being produced by the firm edvertising them, at the address given in the advertisement. All mail, however, was forwarded to Atlanta. Until about Nov. 1, Inspector Tomlinson says that an attempt was made to fill all orders after a fashion. Connections were maintained with several large hatcheries in Missouri, which supplied day-old chicks for shipment. Large chickens were obtained from farms near Cannon, Ga. Seeds and plants were obtained near Valdosta, Ga. The condition in which these products reached the customer was guaranteed perfect, but in many cases Inspector Tomlinson declared, all the chicks would be dead.

In the Spring of 1926, Nichols affiliated with J. G. Grimes and the two operated together until the middle of October when Grimes turned over his busines to Gaines, who had meanwhile come into the scheme, and went to the Government Hospital No. 62 in Augusta, Ga., where physicians declare he is a "mental case" and have him under observation.

The Post Office Department reports that it has been investigating the firms for a number of months, and on Oct. 9th arrested the operators on the charge of using the mails to defraud. The federal grand jury failed to find a true bill for lack of evidence.

It was only during the latter part of July and first of August that they began to go into the business on a large scale with the advertisement of baby chickens. Letters such as the following ordering advertising were sent to publications all over the country:—

"Gentlemen: Please publish our small display in your next available issue and run twenty consecutive insertions if daily. If your paper is weekly, run only six consecutive insertions. Enclose checking copy with bill as soon as first issue is off the press and we will mail you check. Use three inch, single column space.

"This is our copy: Caps Poultry and Chicks for Sale. Large Type Barron Strain White Leghorn Baby Chicks, $8.75 per hundred. These are imported direct from Tom Barron. Anconas, Rocks, Buff Orpingtons and White Wyandottes of leading strains, $10 per hundred. Young pullets of any of these breeds, now laying, $1.25 each. We pay postage on chicks anywhere and guarantee 100 percent live delivery. We pay express on pullets on lots of ten or more. Include money order for prompt shipment.

"Acme Farms."

None of this advertising was ever paid for, it is reported. Early in November they began to advertise oranges, $3 for a crate of 300, express prepaid. While orders up to this time had been filled in most cases, the three men now decided to realize all they could on the Christmas trade and then leave for England, it was learned from employees in their offices.

As far as can be ascertained, not an orange was ever shipped. Growers declared that the express charges on a crate of oranges from Florida to different points in the United States equals almost $3.

Nichols, when questioned as to how he expected to fill these orders, told Inspector Tomlinson that he was going to gather wild oranges around Haines City, Fla.

Investigation in Atlanta by John A. Boykin, Solicitor General of Fulton County, was instigated by Haynes McFadden of this city who received one of the above letters ordering advertising in the *Southern Banker,* of which he is editor.

Mr. McFadden wrote the firm asking for references. The letter was ignored, and he wired to banks in Gainesville, Fla., which was the address given with the order.

The banks replied that such a concern was unknown in that city. Orders for advertising of a similar nature came from a firm giving its address as a city in Oklahoma at about this time. Mr. McFadden wired to banks in that city and they answered that there had been many complaints of this firm and a number of persons had placed orders, receiving cancelled checks but never any goods.

On the basis of this information, Mr. McFadden put the case before Solicitor Boykin, who, with the aid of Post Office inspectors, began an investigation. Enough evidence was collected, and on the evening of Dec. 9, Post Office Inspector R. H. Tomlinson staged a raid on the gang's headquarters which were known to be situated in two Atlanta hotels. The office in which the men were arrested, Solicitor Boykin declared, contained an exhaustive card index of every publication in the country, newspapers, farm weeklies, religious papers, etc.

At least eight clerical workers were employed by the men to carry on the scheme. Solicitor Boykin said that these clerks had told him that they had been ordered not to bother to read the letters which came in but to get the checks, money orders or cash which might be enclosed, and to place the letters in what was called a "file" but which everybody knew was a waste basket. When the trio were apprehended, approximately $8,000 in checks was discovered in their possession with deposit slips made out to Atlanta banks. This was said to be one day's receipts for the firm.

Employes also said that about as much cash was enclosed in letters as came in the form of checks. This Nichols and Gaines pocketed without depositing in banks.

The men are reported to have approximately $17,000 to their credit in Atlanta banks.

A receivership has been appointed for the firms and any victim who can establish by the bank stamp on his cancelled check that his money went to form any part of these funds, may put in claims, from which he will receive a pro rata share of the money after the costs of receivership have been met.

Between the Thursday night on which the arrests were made, and Monday morning, some 15,000 letters were forwarded to the firms, which the postal authorities returned unopened to the senders, it was declared. It is estimated that about two-thirds of these letters contained remittances of $3 or more, aggregating perhaps $30,000 for four days. Inspector Tomlinson says that postmasters in the different towns in which the firms had forwarding addresses have turned back an estimate of 40,000 letters since a fraud order was obtained from Postmaster General New.

Nichols and Gaines are being held in the Fulton County jail in default of $10,000 bail. The three men are under 18 indictments charging all three different degrees of fraud: Larceny after trust, simple larceny, and common cheating and swindling.

The indictments charge that Nichols, Gaines and Grimes represented to the person named in the True bill that they had chickens for sale at the place in which the farms were said to be located and that they were ready for shipment at that place; that the representations were knowingly false, in that they had no farm in that place and no chickens ready to be shipped, and under false pretences obtained the money.

They also charge receiving money in payment for goods which were never delivered. The three men are also under $1,000 bond for using the mails to defraud.

The defendants have filed pleas of insanity through their lawyers, Frank A. Hooper, Thomas A. Goodwin, and William Schley Howard, claiming that both Nichols and Gaines have been "mental patients" in hospitals in Georgia and Florida.

Post office inspectors and the solicitor general are still investigating the case, which will probably come up for assignment to the calendar during the January term of court, authorities report.

THE SPACE MARIE WON

An editorial mention in the current issue of *The World Tomorrow* is headed "Another Study in Values." Briefly, this item is a comparison of the amount of newspaper space devoted to the arrival of Queen Marie and the amount given to Eugene Debs who was reported as dying. The item is interesting in that it shows that the reading public is becoming more and more critical of what appears in the American press.

WHY MUNSEY MILLIONS WENT TO MUSEUM

Ridgway Says $40,000,000 Bequest Was Based on Belief That America Needed Most an Appreciation of Art

Reasons why Frank A. Munsey left the bulk of his $40,000,000 estate to the Metropolitan Museum of Art are furnished by Erman J. Ridgway, for many years an associate of the late publisher of the *New York Sun* and *Evening Telegram,* in a 9,000-word eulogy of Mr. Munsey which is being distributed among publishers.

"He talked to me quite a little about his will and was impatient because I could not help him," the eulogist said. "He seemed to think because I had graduated from college I should be able to tell him just where to make twenty or thirty million do the best work for education. There has been a good deal of criticism about the chief's will, most of it, I am bound to say, from people who will never have any difficulty in disposing of their own estates. The critics may rest assured of one thing—it was not a hasty will. It was a very farsighted will. And the man who made it expected to face his Creator and was willing to stand or fall on His verdict.

"It has been urged that the chief did not know art, and that therefore his will leaving his millions to an art museum was unnatural. Carnegie did not know literature when he gave his libraries. Rockefeller did not know medical science when he endowed the foundation. It is natural for men to set high value on what they do not know about. Through his will the chief wanted to serve in a big way, and, if possible, in a unique way. For years he investigated and weighed. What was the biggest unsatisfied need in America? What was the thing most people lacked? What do other nations say Americans lack? Appreciation of art—an understanding of its place in a rounded civilization. The chief did not frequent art galleries nor stand enrapt before a masterpiece, but he did appreciate loveliness—a rose, a stunning woman, a birch tree, a sunset. He did build beautiful buildings even if they were practical and profitable.

"There was another significant experience. At the close of the war, along with two other Americans, he dreamed of owning a grand duke's estate in Austria—an Aladdin dream. Thousands of acres. Miles of tenant farms. Mountains covered with forests and bored with mines. Steel mills and factories. A royal estate; a palace in Vienna and prize jewel in the chief's thought, a superb art gallery. When in romantic and florid terms he was wont to tell of the dream and describe the estate he always saved the art gallery for the climax and when he came to that his voice would take on a note almost of reverence as he told of the wonderful gallery and the priceless masterpieces. Just what relation this experience has, if any, to his will nobody living knows. If he had not already decided, it may well have been determining. But it does show that the chief was far from being insensible to the deep appeal of art. That he wanted his will to make a huge splash I cheerfully affirm. How he would have enjoyed the universal amazement! But the real inspiration for his magnificent and most intelligent gift to the Metropolitan Museum of Art came from his intense desire to do a lasting service to humanity. It was the tremendous hope of his life when he hit upon the idea of making his millions work through the centuries for culture, for the finer side of life. It must have strained him mightily to keep that gorgeous secret."

TRANSCRIPT ON AIR

A license to operate a radio station was this week granted to the *Boston* (Mass.) *Transcript.* The call letters are WBET and wave length 384.4 meters. There are now more than 650 broadcasting stations in the United States, it is declared by the Department of Commerce.

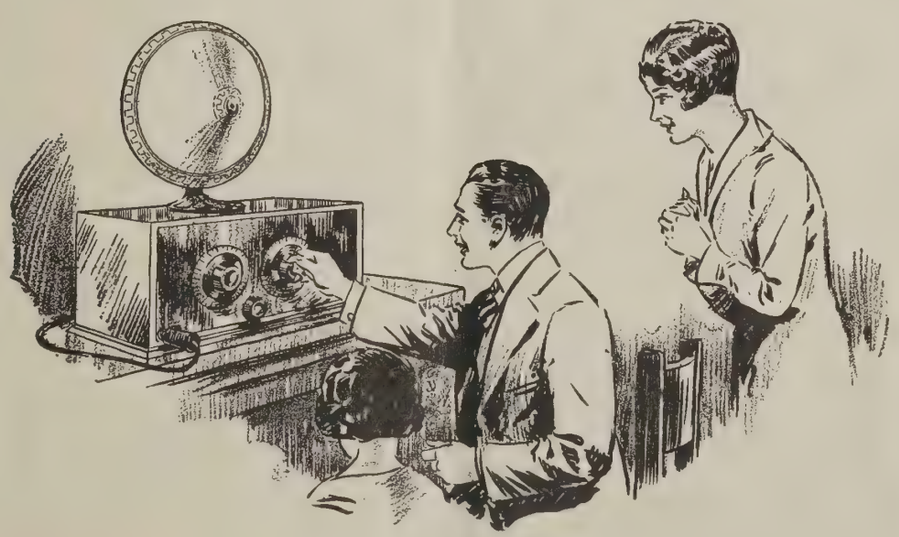
In Detroit—The News
Is the Acknowledged Radio Medium!

Prints Two-Thirds Of All the Radio Advertising Published In Detroit!

During the first 11 months of 1926, The Detroit News published the tremendous total of 586,250 lines of radio advertising, 72,912 lines more than during the corresponding period of a year ago, and virtually three times as much as any other medium.

Result-getting ability, of course, is the reason for the remarkable showing—a result-getting ability due to The Detroit News' thorough coverage of the homes in the local trading area and its matchless reader interest among radio enthusiasts.

The Detroit News radio station, WWJ, was the first in the world to broadcast regular daily programs. With transmission of entertainment still further enhanced by the recent installation of two steel masts towering 265 feet above the pavement, The Detroit News now furnishes even better radio entertainment to its readers. Advertisers cannot help but feel the favorable reaction from this improvement through their advertising in The News. The cash register will prove it.



The Detroit News

The HOME newspaper

350,000 Sunday Circulation ***320,000 Week Day Circulation***

"PRINT ALL THE NEWS—ADS WILL FOLLOW"

Small Town Publisher Finds "Club Method" Fails in Long Run —New Policy Makes More Friends

By David H. Dickson

News Editor, *Ellensburg* (Wash.) *Evening Record*

The publisher of every small town newspaper is confronted with the question of what attitude to take toward the school, church, club and society promoter of this event and that, when the promoter thoughtlessly or deliberately passes on to the weekly competitor job printing in connection with the event after begging and obtaining valuable news stories in the daily. It is a mean question to handle and unless treated diplomatically often results in a new recruit in the ranks of the "enemies" which every newspaper possesses.

How many publishers of small city dailies with job printing shop in connection, have not very often graciously opened their news columns to advertise some enterprise for his local organizations, only to discover on the day of the show, or whatever it is, that the town is flooded with dodgers printed by his weekly competitor up the street who has not given a line of publicity to the event; the neighbor also gets the programs and maybe the tickets, too. It's a hard pill to swallow, not so much because of the profit involved but because of the ingratitude or thoughtlessness of the promoter.

What is the proper attitude for the daily publisher to take under such circumstances? Should he refuse free publicity unless he first is assured he is going to get the bulk of the printing, and some advertising, or should he smilingly donate his white space and trust to luck that some day the promotor will see the light?

After a number of experiences such as described above this newspaper adopted a somewhat "hard boiled" attitude; we became stingy with space when we were not "treated right," and felt a sort of glee in a thinly veiled ultimatum that if there was job printing in connection with an enterprise, we expected to get our share, or we would not with any great degree of willingness kick through with news stories.

Being the only daily newspaper in the city, and with almost complete circulation coverage, there was a real threat behind our request, and promoters were almost forced to support us in order to obtain enough publicity to put over their musicale, show, bazaar, or what not. Our attitude resulted in our getting more of these small jobs than we had in the past.

A chance remark I heard a considerable time back, however, caused me to look at the question from a different angle. I found that those who were induced by the club method to hand over the job work were anything but friendly; they didn't like it, even though they knew it was only a fair swap, and while they gave us what they had to, other jobs, and usually more profitable ones, went to the other fellow.

Since then we have adopted another tack; if an enterprise is a worthy one we back it to the limit, are generous with news space, and go after the printing only by a casual solicitation. Some times now we don't get the work, but smile anyway, wish them luck, and boost the affair along. We have found it makes fine friendships for the paper, not only on the part of the promoter but of those participating in the affair being given. We get jobs not only in connection with the enterprise but the good feeling created has resulted in lots of other work being brought to the shop unsolicited.

It is the old story of the Fable of the Sun and the Wind.

TYPO CHIEF ENJOINED BY MAILERS

C. P. Howard Temporarily Restrained From Conducting Referendum on Amendments Protested by Mailers

A temporary injunction restraining Charles P. Howard, president of the International Typographical Union, from conducting a referendum in the organization on the adoption of amendments which it is charged would exclude the District Trade Mailers' Union from enjoying the benefits and privileges of the typographical union was issued Friday, Dec. 17, by Judge Robert C. Baltzell of Federal court in Indianapolis.

Judge Baltzell ordered the injunction when attorneys for James P. McNichols and other members of the mailers' union and Howard reported they could not agree on a method of settling the controversy according to provisions of the constitution of the typographical union, as advised by Judge Baltzell earlier in the week.

The injunction will prevent Howard from circulating letters among local unions of the international body asking for a vote on amendments which exclude the mailers from participation in the general election of officers and provide that they elect only a vice-president who would represent them on the executive council.

At the close of the arguments in the hearing Judge Baltzell advised attorneys for the plaintiffs and defendant to try to agree on a method of settling the controversy through the regular procedure provided for in the constitution by making an appeal to the convention of the typographical union. A final hearing will be held at a later date to determine whether a permanent injunction shall be issued.

NEW QUARTERLY INDEX

Jewish Daily Bulletin Opens Novel Enterprise in Field

Following the example set by the *New York Times* in publishing a Quarterly Index, the *Jewish Daily Bulletin* has started a somewhat similar index. Volume One for the year 1925 contains over ten thousand items compiled by its staff, of which Miss Freda R. Bienstock is the chief.

While this index is based on the Jewish Daily Bulletin, it contains more than a mere listing of the items and includes many excerpts in order to make the contents more valuable as a book of reference.

NEW SOUTHERN CABLES

Lines to South America Will Be Triple by Construction

Operations that will add 2,628 mile of cable at a cost of $2,000,000 to th system of All America Cables, Inc have been begun. The operations co sist in triplication of the existing line from Fisherman's Point, Cuba, to Colo Panama; from Callao, Peru, to Iquiqu Chile and from Iquique to Valparais Chile. This will give All Americ Cables three duplex cables from Ne York to Buenos Aires.

The first step in triplicating the Ne York-Buenos Aires system was take last January, when a third cable 1,50 miles long was laid from New York t Guantanamo Bay, Cuba.

A cable ship is now laying the thir 800-mile cable from Cuba to Panama a the rate of 200 miles a day. It shoul therefore reach Panama by Friday. Th ship will then lay the 844-mile sectio between Callao and Iquique and th 984-mile section between Iquique an Valparaiso. It is expected that the wor will be completed by Feb. 1.

The cost of the third New York Cuba cable was $1,000,000. The ne Caribbean cable will cost $500,000, th Callao-Iquique cable $700,000 and th Iquique-Valparaiso cable $800,000.

HOYT EXECUTIVES MEET

Executives of the Charles W. Hoy Company, advertising agency, from Bos ton, Springfield, Mass., and Winston Salem, N. C., held their annual confer ence this week in New York.

88.6% Families

of

Huntington, W. Va.

—read the

Huntington Advertiser

Evening & Sunday Member A.B.C.

Huntington with 70,000 Population, 15,000 Homes, is dominated by the Advertiser's city circulation of 13,793.

Guaranteed Net Paid Total Circulation of 16,500 at 6c per Line Flat.

November, 1926 Net Paid Average

City	13,793
Suburban	3,299
Country	427
Total	17,519

The Evening Advertiser is for ALL the Family.

Advertising Representatives

E. Katz Special Advertising Agency

AKRON—18½ Million

Over eighteen million dollars will be spent in 1927 for public buildings and improvements to take care of the steady growth of the Akron Market. This is the largest sum so spent since the abnormal post-war period.

For new buildings $10,165,000 will be spent as follows:

M. O'Neil Co. Department Store	$3,000,000
Union Depot	4,000,000
Summit County Schools	1,000,000
St. Thomas Hospital	800,000
New Children's Hospital	500,000
City Hospital Annex	300,000
New Post Office	565,000
	$10,165,000

For public improvements $8,365,000 will be spent as follows:

New Viaduct	$2,365,000
Sewage Disposal	6,000,000
	$8,365,000

The total, $18,530,000, does not include any of the numerous additions to Akron's tire factories or other industrial plants which have been announced recently.

No matter what your product, the growth in the Akron Market which made these millions of dollars worth of improvements necessary, is a growth that will increase the demand for your product.

The Akron Beacon Journal has more than kept up with this growth. Its circulation increased 9.007 net paid in the past year.

The Akron Beacon Journal is far ahead of any other newspaper in completely covering the Akron Market, both in circulation and advertising. Include it in your schedules to carry your message to the market that is spending $18,000,000 in 1927 on public buildings and improvements alone.

Akron Beacon Journal

Member of the 100,000 Group of American Cities

STORY, BROOKS, and FINLEY, *Representatives*

CHICAGO NEW YORK ST. LOUIS PHILADELPHIA SAN FRANCISCO LOS ANGELES

1st in Ohio—8th in U. S. in advertising linage among six-day evening newspapers

Largest HOME delivered *circulation* in Los Angeles!

Los Angeles Examiner

190,000 DAILY 400,000 SUNDAY

Informal Notes

MR. C. D. McLUCAS,
CLASSIFIED ADVERTISING MANAGER,
THE BUFFALO TIMES:

Your renewal of your contract for "Associated Editors Classified Service" was doubly welcome in this office because of the good wishes for our success which you included. We thank you for these good wishes, and congratulate you on your intelligent and systematic use of the "Result Stories" which we are writing each week for your exclusive use. We would be glad if all users of our "Classified Service" would keep us as busy writing "Result Stories" as you do. Many of them pay for this service and then neglect to make us work.

* * *

MISS MARY HUMPHREY,
SUNDAY EDITOR,
DETROIT FREE PRESS:

Following your advice, we eliminated all slang and smart-alecky spelling from "Goofey Movies," the weekly comic strip in our "Boys' and Girls' Service"; because, as you argued, such spelling is confusing to children and doesn't make a thing funny if it isn't funny anyway. We are very grateful that you gave us this advice. The strip is going better than ever. During the three weeks that ended December 17th, Fred Neher, author of the strip, received letters from 2362 children, who sent stamps for autographed photos of "Goofey Movies" stars.

* * *

C. C. MAES,
GENERAL MANAGER,
HOUSTON POST-DISPATCH:

The fact that you have ordered 25 extra copies each month of the book of proofs of our "Farm Editor's Service" interests us very much indeed, especially since you are going to give one of these books to each of your country circulation solicitors so that the farmers can see in advance all the good features you are buying for them. We intend to pass on this idea wherever the "Farm Editor's Service" is ordered. Thank you for it.

* * *

MR. A. W. GRANT,
MANAGING EDITOR,
SAN ANTONIO EXPRESS:

Tying up with our "Church Page Service" which you recently ordered, we can furnish you, for only $6.00 a thousand, 12 x 18 circulars printed on both sides, with the name of the San Antonio Express imprinted on the front. Each circular will contain the first four of the 52 installments of the 6-column picture-strip, "The Life of Christ," which you are starting early in February. The price of these circulars is so low that we can recommend your sending them to practically all church-going families in southern Texas.

* * *

MR. A. R. MICHENER,
GENERAL MANAGER,
HARRISBURG TELEGRAPH:

That is excellent copy about the auto advertising situation in Harrisburg which you sent us to be imprinted on the back of the 150 books which you are buying each month containing advance proofs of our "Auto Editor's Service" for the month. It would be a great thing for syndicates if all newspapers would utilize their services as intelligently and as effectively as you are pushing this automobile material.

* * *

MR. RALPH BOOTH,
PUBLISHER,
BOOTH NEWSPAPERS:

When are the annual motor shows being held in your various cities in Michigan? We have just published a special "Motor Show Supplement" to our "Auto Editor's Service," containing fifty features to be used in a special edition, or otherwise during the week of a local auto show. Your newspapers, in the heart of automobile America, will be interested, we are sure.

John H. Millar

(Announcement: Mr. Edward N. Dolbey, Jr., formerly of the New York Herald Tribune Syndicate, has joined the staff of Associated Editors, Inc., and is now in charge of sales in the Eastern territory.)

Ideas= Not Merely Big Names

Most of the features and services offered by Associated Editors have been created by the working out of original ideas. This consistent policy of developing original features to meet certain definite needs—to fill certain holes in newspapers—has resulted in eight years of steady growth.

ASSOCIATED EDITORS, INC.
JOHN H. MILLAR, President
440 S. Dearborn St. CHICAGO

"Ideas—not merely big names."

WORK YOUR BRAIN WHILE YOU COOL YOUR HEELS, SALESMEN ADVISED

Periods of "Wasteful Waiting" Can Be Used for Golden Thinking, Says Writer, Who Declares Newspaper Space Cannot Be Sold "On the Run"

By A. J. SLOMANSON

AFTER a month's effort to sell newspaper space, a salesman approached his superior and verbally tendered his resignation. This salesman had been successful in selling a tangible product to retailers, and on the basis of his past record thought that he could sell newspaper space since advertising seemed to offer a better opportunity than mere order-taking in another line.

The business manager knew that the man was an experienced salesman; came excellently recommended by past employers and felt that he had the making of a good newspaper representative inasmuch as the salesman possessed personality and was a convincing talker. Moreover the company had a month's investment in this man and did not care to let him go since it would require as much time coaching another young man, so his superior asked why he was so hasty in changing his mind.

"I cannot stand the wasteful waiting and sitting still losing valuable minutes until the man you are after has time to see you," was the impetuous reply of the salesman. "Even after I am kept waiting a long time I usually find that I have been after the wrong man as the agency space-buyer is sometimes apathetic to my solicitation, or I have been informed that the agency account manager is the one who really buys the space, or if no satisfaction can be had from these parties, I must call on the advertiser. In fact, most of my time is wasted in trying to find the real space-buyer. I feel that I could apply my selling energy more constructively in some other line where so much effort is not wasted, and therefore ask to be relieved of my present responsibility now," he added.

The business manager did not lose any more time with the young man and was reluctant to tell him that "seeing your man" was the important part of space-selling, even though it did require considerable waiting, and that it was true waiting was the unpleasant part of the business, and that no position could be all to one's liking. Yet, for how many space salesmen is this wasteful waiting? Could not this leisure time be used to good advantage?

Most newspaper salesmen remind one of the old man who said "sometimes I sits and thinks but most times I just sits." In lieu of allowing the mind to participate in empty reveries while waiting for prospective business, could not a salesman cogitate, and concentrate his efforts in attacking his prospect with the proper ammunition? There are many pertinent facts that could be correlated in the salesman's mind while waiting. For example, he could crystallize his thoughts about whether or not the prospect has a good knowledge of the market to be sold; if the prospect did not have distribution in the newspaper's territory, how could he help obtain distribution; does the prospect know the number of retail outlets in said territory; does prospect know what competitors are doing in the same territory; why territory is exceptional for test campaigns, and dozens of other pertinent questions that should interest the prospect.

Newspaper space cannot be sold on the run as it requires plenty of premeditated thought to educate advertisers to certain markets. One high salaried metropolitan newspaper space salesman makes it a practice to select a prospect who is a logical advertiser for his newspaper, and then sits in the office often a week at a time planning just how he can get the account. If he does not get it in a short time he keeps piling his ammunition in spare time and after many months' effort has the advertising of the prospect in his newspaper. There cannot be too much haphazard selling of space as too many advertisers are sophisticated and demand all the facts about the newspaper and its market before deciding to advertise in it. Planning and patience are essential.

In selling newspaper space approximately half of the salesman's time is spent in waiting. Perhaps it results from the inconsiderateness of the agency executives in wilfully delaying the interview, or the chances the salesman takes in finding his prospect at his desk, or perhaps by waiting in line with other space salesmen. Yet the salesman should not just sit, but rather sit and think. He should welcome the intervals that allow him time for thinking because in the end he will obtain more results through intelligent presentations, and not by merely waiting to ask the space-buyer if there was anything new.

A successful newspaper salesman requires the qualities of tranquility, affability, persistency; the capacity to talk intelligently, and most important of all, patience, for no time need be wasted when one brings along his thinking powers.

PUBLISHING OPPORTUNITY!

A trade paper in the greatest advertising industry in the world—a monthly, with strong reader following and practically 15,000 paid subscriptions—is for sale at a price below the total of advertising in sight for 1927. Personal reasons are responsible. A man or organization with ability and a few thousand cash can build a strong, profitable journal. Quick replies asked. Transportation.

Box B-696, Editor & Publisher.

NEWSPAPER MAKERS AT WORK

NOT long ago the *New Haven Journal Courier* canvassed the local business men's clubs and were surprised to learn that besides being a favorite among this class of readers, it had a relatively long list of graybeards for subscribers.



HERBERT PETERSON

One gentleman had read the Journal - Courier for 60 years; another for 45; and quite a gratifying number for 30 and 35 years.

Herbert Peterson, the publisher, had always taken his newspaper seriously, bowing to its dignity of 160 years, but, if anything, the canvass made him more certain than ever that he was smaller than his paper, that the paper itself was in reality the shadow of its readers rather than its immediate maker. Despite the generally opposite trend of the times, he dedicated himself anew to a code of news generosity that is becoming rarer and rarer these days. The Journal-Courier is a three cent paper in a two penny town. It stands in second place. But Mr. Peterson reasons that mass is not all masterful; that there is room always for a class paper with its appeal directly aimed at the intelligent.

"I want 73 columns of advertising for a 20-page paper," he declared. "That pays and that is enough. My ideal is to run 50-50 on advertising and text, but more often than not our paper shows 49 per cent advertising and 50 per cent news. We like to give our readers their money's worth.

"We believe we are appealing to a class that is somewhat above the average. We aim at the reader who appreciates quality, understands logic, and can estimate the value of clean, clear reasoning.

"In our editorial department we are double fortified in having Col. Osborn as editor-in-chief and Dr. Amos Wilder as his assistant. Our managing editor Arthur Sloan is admirably fitted for selecting news and training men to get the news that interests and appeals to our field."

Mr. Peterson presents the appearance of having always heeded what some poet called "the stern voice of God," adding "O Duty, if that name thou lovest." It hasn't entirely given him a deaconish demeanor. There is usually a twinkle in his eye and he keeps that twinkle focused on all the thousand and one details that go to make up an honest, and without being coldly spinsterish, a chaste newspaper.

Independent in politics, the editor-in-chief is strongly against the 18th amendment, while Mr. Peterson is a teetotaler and an ardent Volsteadian. So strictly is the line between business and editorial office drawn, that there is no argument over this clash of viewpoint.

"Editing the paper is Col. Osborn's job," Mr. Peterson said. "It's mine to get the business."

Mr. Peterson is a Bridgeport, Conn., boy. From there he first went into the book publishing business, working in Philadelphia and New York. Later he returned to the *Bridgeport Post*, where he was assistant publisher for 10 years. He has been publisher of the Journal-Courier since the sudden death of his predecessor, Edward J. Carrington in August, 1925. He is a widower with two children, one being secretary of the company.

$100,000 LIBEL SUIT

Boston News Bureau Named in Action by Fred J. Burrill

The *Boston* (Mass.) *News Bureau* is defendant in a $100,000 libel suit brought against it by Fred J. Burrill of Medford, former treasurer and receiver general for the commonwealth of Massachusetts. Judge James Madison Morton, Jr. of the United States Federal Court on application of Charles F. Choate, Jr., for the News Bureau has granted a non-suit, allowing Joseph Joyce Donahue, attorney for Mr. Burrill, ten days only in which to file answers to a long list of interrogatories propounded by Mr. Choate concerning issues involved in the suit.

The names of President Coolidge (then governor of Massachusetts), Joseph C. Allen (then state bank commissioner) and Max Mitchell, former president of the Cosmopolitan Trust Company, are mentioned, Mr. Choate seeking information regarding an alleged conversation between the three about the affairs of the trust company.

Morning Paper Territory

Salt Lake City (its suburbs and its surrounding territory) is and always has been strongly morning paper territory. Look at the circulation and advertising figures for proofs:—

1925	Tribune	2d Paper	3d Paper
Adv. Linage.	10,718,316	6,212,948	4,709,348
Circulation (June 30-26)			
Daily	41,788	28,055	20,750
Sunday ..	70,014		25,271

The Salt Lake Tribune

THE S. C. BECKWITH SPECIAL AGENCY

—Sole Eastern Agents—
New York—Chicago—Detroit
St. Louis—Kansas City—Atlanta

M. C. MOGENSEN & CO., Inc.

—Pacific Coast Representatives—
San Francisco—Los Angeles
Seattle



The Dream Girl

1927

New Year's Greetings

to all of our friends, and our sincerest wishes for their happiness and success in the New Year.

If for any reason our 1927 Dream Girl Calender has not reached any of our friends, a word to that effect will immediately start another on the way.

The unanimous opinion of our friends is that "it's a beauty."

CERTIFIED DRY MAT CORPORATION

340 Madison Ave. New York, N. Y.

for wet mat printing with DRY MAT facility—use Certifieds.

MADE IN THE U. S. A.

Seven Result-Producing Opportunities *for* Rotogravure Advertisers

The New York Times Sunday edition offers the high grade rotogravure advertiser seven avenues of approach to the large group of discriminating, intelligent and responsive men and women who can be reached only through The New York Times.

In no other newspaper can the rotogravure advertiser obtain such volume and quality of circulation combined and such beauty of reproduction.

	CIRCULATION
1. Rotogravure Picture Section, full newspaper size, issued in 2 or 3 parts, printed in sepia	650,000
2. Magazine, printed in black and white, tabloid size	650,000
3. Book Review, printed in black and white, tabloid size	650,000
*4. Westchester and Connecticut Section	61,000
*5. New Jersey Section—throughout New Jersey	78,000
*6. Brooklyn and Long Island Section—in Brooklyn and throughout Long Island	97,000
*7. Bronx, Harlem and Washington Heights Section	78,000

* These four sections contain pictures of interest, particularly to the residents of the territories in which they are exclusively distributed and enable the advertiser to concentrate on a given district.

The New York Times

"All the News That's Fit to Print."

The New York Times is leader in the United States in volume of rotogravure advertising published. In 1926 The Times printed approximately 1,140,000 agate lines. The next New York newspaper printed less than half of this amount. The Times exceeded its own record of 1925 by 230,000 lines.

CLASSIFIED ADVERTISING

N. Y. World Boosts Classified Rates 10 Per Cent—And Adds New Rules—"White Elephant" Stunt in Des Moines—Brooklyn Eagle Also Raises Rates—"Model Home" Campaign

AN increase in classified advertising rates amounting to 10 per cent in virtually all classifications, effective Jan. 1, was announced this week by *New York World*. Heavy increases in union wage scales was held primarily accountable for the higher rates by Frank McCabe, classified manager. The World, as announced elsewhere in this issue, is cutting its subscription price from three to two cents a copy and is counting on a circulation jump. The highest rate on the World now is $1 a line, which is charged employment agencies, and the lowest is 40 cents.

While there are no fundamental changes in the classified rules, it is interesting to note that the World has added a new word, "free," to its list of terms and references not acceptable in the "business opportunities" classification.

"New abuses creep in from time to time, and we are always on the look out to check them," Mr. McCabe said. "In advertisements for schools, references have, in the past, been made to jobs obtained 'free' on graduation, and investigation has shown that there is invariably some subterfuge and misrepresentation in this connection."

Other words and phrases blue-penciled from World classified advertisements include: beer; bonds for sale; Catholics to invest; Christians to invest; Gentiles to invest; lady partner; mines, gold or silver; malt and hops for sale; men to travel; oil fields or stocks; whiskey; widow or woman partner; and wine.

The *Brooklyn Eagle* this week also announced an increase in classified rates. The boost represents a five-cent increase on one-time ads; three cents on three-time; and two cents on seven-time.

Chester Nolan, classified manager, said the Eagle was starting a promotion campaign designed to increase its already high real estate linage. The contest is built on the "model home" idea, and the first announcement has promised $1,000 in prizes for the best house plans.

A small outline drawing of an elephant is being used by *Des Moines Register* to attract attention to its classification "Miscellaneous for Sale or Exchange," with its various sub-headings.

"Maybe the White Elephant you want is in this column," the newspaper advises its readers.

The sub-heads are "Clothing and Furs," "Household Goods," "Musical and Radio," "Business and Office Equipment"; and "Wanted to Buy."

As caption to the white elephant illustrating "Household Goods," the assertion is made "Somebody else's White Elephant will furnish your home."

A small "want ad" placed in a Columbia, Mo., newspaper in October, 1925, has matured into a project through which 1,800 renovated toys were distributed to needy children in Columbia and rural Boone County this Christmas.

The advertisement, inserted by O. R. Rogers, an employe of the U. S. Weather Bureau at Columbia, Mo., asked that townspeople contribute old or broken toys which he might repair and distribute to poor children on Christmas eve. The ad brought a liberal response. News articles and editorials about Rogers' work helped, and Rogers, aided by his wife, gave many toys to poor children last year.

This year the Boy Scouts volunteered to collect toys and aid in other ways, as by doing rough painting. Civic and charity organizations pooled their Christmas lists, and distributed the toys repaired by the Rogerses and under their supervision. Mrs. Rogers, among other things, ironed dresses for the 222 dolls given away. All manner of toys—from kiddie cars, coasters, sleds and tricycles to baby blocks and rubber dolls—were given away. Rogers attributes much of his success to newspaper publicity, of which he received nearly 200 column inches this year.

Nobody connected with the enterprise draws financial rewards. Neighboring towns are considering similar stunts.

WORLD ALMANAC COMING

Will Be On Sale January 5—Reviewed by Prof. James Melvin Lee

The World Almanac will be available after Jan. 5. An advance copy is reviewed below by Prof. James Melvin Lee.

The one annual publication which no newspaper can afford to do without is "The World Almanac and Book of Facts," which was established by the late Joseph Pulitzer in 1886. The forty-second edition for the year 1927, will be ready for distribution on Jan. 5, and then copies may be obtained from the *New York World*. Again, thanks to its editor, Robert Hunt Lyman, the volume is remarkable for its accuracy and its terseness in covering material. In compiling this contemporary encyclopaedia, Mr. Lyman had the valuable assistance of a number of experts—especially in the preparation of tables.

"The World Almanac" is too well known to need any extended comment in this department. Like the dictionary, it may be opened almost at any page and read without any interest to know what went before or what comes after.

Some of the features have unusual value. I refer specifically to "Scientific Progress in 1926" which Gilbert Grosvenor, president of the National Geographic Society of Washington, D. C., contributed. This covers such fields as archaeology, astronomy, biology, engineering, geography, geology, paleontology, etc. This one feature by itself is more than worth the fifty cents asked for the volume.

One of the best New Year's resolutions any newspaperman can make is a resolve to use the spare time between assignments to dip into this volume.

Forty thousand germs are said to be transferred with each good-night kiss. The scientifically educated flapper, when her sweetie asks for a good-night kiss, will reply, "Don't bacilli!"—*Chicago Daily News.*

BEFORE HE WAS INTERESTED IN SPORTS;

After he was interested in Sports;

While he was interested in Sports;

The Average Reader
Was Also

Interested in Religion.

Religion Is The
Oldest,
Widest,
Deepest
Concern of Human Beings.

This Deathless Interest
Is Intelligently Catered To
By The Ellis Sunday School Lesson,
A "Different" Feature
For Folk Of All Faiths,
That Has Stood The Test of Time.

THE ELLIS SERVICE
* * * *Swarthmore, Pa.*

REPRESENTING THE NEWSPAPERS

Flynn of S. C. Beckwith Company Sees Increases in Food and Radio Advertising—Lindenstein-Kimball, Inc., Opens Chicago Office—Middleton-Kimball Company Formed

INCREASES in food product and radio advertising in the newspapers during 1927 was forecast this week by T. F. Flynn, secretary of the S. C. Beckwith Company, in an interview at New York headquarters.

Mr. Flynn based his predictions on the advertising placed by these two industries during 1926 and the schedules promised for 1927.

"The year 1926 has been one of the most successful in newspaper advertising history," he declared. "There has been a downward tendency in certain sections, but this has by no means been general. On the whole, there has been a decided increase in national advertising in the newspapers, and I am optimistic about the new year."

J. E. Middleton, who established and managed the Chicago office for the Kimball-Mogensen Company, later the M. C. Mogensen & Co., Inc., has resigned, to become vice-president of Lindenstein-Kimball, Inc., newspaper representatives, and also manager of their newly opened Chicago office in the Tribune tower.

With Frederic A. Kimball, Mr. Middleton has organized the Middleton-Kimball Company, with offices in New York, Chicago and Pittsburgh. Mr. Middleton has been engaged in newspaper representation in the Chicago territory for approximately 25 years, having served as vice-president and western manager of the J. P. McKinney Special Agency, western manager for the *New York World*, and Chicago manager for the Kimball-Mogensen and M. C. Mogensen & Co. Mr. Kimball was for many years prominent in the John Budd Company, and was the original president and New York manager of the Kimball-Mogensen Company.

Alcorn & Seymour Company, Inc., has been appointed national advertising representatives of the Champaign (Ill.) *News-Gazette*, in eastern territory.

Scranton (Pa.) *Sun* this week announced the appointment of the Benjamin & Kentner Company as its national advertising representatives.

D. J. Randall & Co., New York, will become national advertising representatives of the *Walla Walla* (Wash.) *Daily Bulletin*, effective Jan. 1, 1927. The Ford-Parsons Company will become western representatives of this paper with headquarters at 58 Sutter street, San Francisco.

SUN CLUB CHRISTMAS PARTY

The annual Christmas party of The Sun Club, social and welfare organization of the *New York Sun*, was held on Friday afternoon, Dec. 24 at the Sun. Several hundred members of the various departments of the Sun enjoyed the buffet turkey luncheon which was served. An orchestra provided music for dancing and the Advertising Glee Club sang several Christmas carols. H. I. Phillips, conductor of the Sun Dial column wrote jingles about William T. Dewart, publisher, Edwin S. Friendly, Frank M. O'Brien and Keats Speed, executive officers of the Sun. The jingles were read by Harold M. Anderson, of the editorial department.

One of those American magazines advertises its serial as "A Novel of Intense Emotion."—Judging by the illustrations we've come to the conclusion that this is a typographical error; should be "She motion."—*H. R. Farmer in Edmonton Bulletin.*

WILMINGTON'S ANNUAL PAYROLL IS OVER $ 87,000,000



The buying power of this great community is tremendous as evidenced by the Wilmington annual payroll.

Wilmington industries represent some of the most important in the United States where 60% of the labor is skilled, with an annual average income of $1,715 per worker for 51,000 employees.

While the population of Wilmington, Delaware, is around 120,000, or more than half of the population of the entire State, yet its trading area covers parts of Pennsylvania and New Jersey just across the Delaware River, and within a radius of 25 miles are located rich communities, both farming and industrial, that do all their trading in Wilmington.

Reach this great buying power through the Evening Journal and Morning News that are read by 60% of the families in this area.

These papers will carry your message into nearly every home in Wilmington and its suburbs. No other papers cover the field so thoroughly.

Get the facts and you will be convinced.

EVENING JOURNAL
MORNING NEWS

THE PITTSBURGH PRESS—*Alone*—Covers the Concentrated Greater Pittsburgh Territory



DOMINATING COVERAGE

where advertising returns the greatest profits

Circulation that represents the highest value—circulation in an area from which Pittsburgh merchants secure 85 to 90 per cent of their gross business

Greater Pittsburgh, the city, as defined by the Audit Bureau of Circulations, includes the corporate city of Pittsburgh, and fifty-four nearby boroughs and townships.* The population of this area is estimated at 988,273—almost a million.

In this area, THE PITTSBURGH PRESS, Daily, has 37,005 more net paid circulation than both other evening newspapers combined, and THE SUNDAY PRESS has 23,177 more net paid circulation than both other Sunday newspapers combined—¶86.4 per cent of the homes in this area read THE PITTSBURGH PRESS.

*BOROUGHS AND TOWNS.

Aspinwall	Louperex
Avalon	McKees Rocks
Banksville	Millvale
Bellevue	Mt. Oliver
Ben Avon	Munhall
Braddock	Neville Island
Carnegie	North Braddock
Carrick	Pittock
Crafton	Rosslyn Farms
Davis Island	Rankin
Dormont	Redman Mills
Edgewood	Sharpsburg
Emsworth	Swissvale
Etna	Terrace
Evergreen	Thornburg
Fairhaven	Westwood
Greentree	West Homestead
Hays	West View
Homestead	Whitaker
Ingram	Wilkinsburg
Knoxville	

TOWNSHIPS

Baldwin	O'Hara	Scott
Kennedy	Penn	Shaler
Kilbuck	Robinson	Stowe
Mifflin	Ross	Union
		Wilkins

Circulation in this territory is worth more than circulation in the outlying areas from which you can secure, at the most, but 10 to 15 per cent of your aggregate business. Don't scatter and waste your efforts—concentrate in the one newspaper that concentrates on this great central market.

THE PITTSBURGH PRESS reaches not any one class, but all classes of people in this area. Its preponderance of circulation coverage is too great to permit its limitation to any particular group.

THE PITTSBURGH PRESS provides interesting reading for each member of the family and for every type of family. The keenest minds in the world brighten every issue with news, philosophy, ideas, stories, special articles and features that open new avenues of thought, enlightenment and entertainment for all. And, in addition, is included the most comprehensive display of "advertising news" printed in Pittsburgh.

THE PITTSBURGH PRESS reaches the millionaire, as well as the workman, and—more important—it reaches the great average buying public—the people who are modern in their viewpoint and contact with life. They know the good things of this world—they want them, and they have the money to buy them.

THE PITTSBURGH PRESS has proved its leadership. The remarkable demonstrations of results obtained by Pittsburgh's leading merchants through the superior selling power of THE PITTSBURGH PRESS is the best possible proof that you can not only reach—but sell—the buyers in this great territory through one newspaper, at one advertising cost. THE PITTSBURGH PRESS—alone—will do the job.

The following is a portion of an address delivered before the Association of National Advertisers convention, Atlantic City, N. J., by John H. Fahey of John H. Fahey & Company, Boston, Mass., ex-president of the United States Chamber of Commerce.

The development of supposed suburban and country circulation in thinly populated areas adjacent to or actually outside of the central market is of varying significance in different sections of the country.

As we know, there are centers in the West where the distribution of newspapers for a couple of hundred miles from a given center is effective because of the long distances between towns and because people travel many miles into the center to make their purchases. In the more thickly populated East, the same conditions do not obtain. It is often harder to bring people into the central market from a distance of twenty miles; and sometimes less, than it is to attract them in sections of the West from distances exceeding 200 miles.

In many instances, the building up of numbers in circulation in small towns and in the country-side at considerable distances from the center among people who represent a very small response, and who very infrequently come to the market where advertised merchandise is for sale, is one of the most elusive and unsound schemes for inflating circulation for which the advertisers of the country are now being taxed vast sums of money. The securing and maintenance of circulation of this sort, from every angle of operation, represents a maximum of expense and a minimum, indeed practically nothing, of return.

The Pittsburgh Press

A SCRIPPS-HOWARD NEWSPAPER

First in Everything in Pittsburgh

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York

WOMEN IN ADVERTISING AND JOURNALISM

Statue of Sophie Irene Loeb Presented to McKeesport, Pa.—Mrs. Eleanore Muller Resigns from A. N. A.—Daughter Carries on for Mother on Chicago Tribune

IN honor of her public home-coming after 16 years of absence, a statue of Sophie Irene Loeb, president of the Child Welfare Committee of America, was presented to McKeesport, Pa., on Dec. 21, according to action taken by Mayor George Lysle and city council.



Sophie Irene Loeb

Miss Loeb writes a daily column for Editors Feature Service, Cleveland and New York. She has long been connected with the *New York Evening World*. The statue, symbolizing the legislation and humanitarian movement for child welfare effected by Miss Loeb, is the work of Bryant Baker, noted sculptor, who did busts of Woodrow Wilson for the palace at Versailles, President Coolidge and other celebrities. His studio overlooks one of the playgrounds which Miss Loeb was instrumental in founding in the midst of New York's crowded streets, and it was while gazing upon happy children at play there that he conceived the idea of doing this statue of Miss Loeb.

A group of her welfare work associates, headed by Margaret Woodrow Wilson, vice president of the Child Welfare Committee of America, decided to present the work to McKeesport, since it was in that city she first demonstrated her active help for children.

Mrs. Eleanore Muller, since last April with the headquarters office of the Association of National Advertisers, has resigned, to become associated with Dillon Read & Co., effective Dec. 31. Prior to joining the A. N. A., Mrs. Muller was in the American consulate service in Stuttgart, Germany, and also spent a year as assistant to the manager of the American Chamber of Commerce, in Buenos Aires, Argentine. She was also at one time connected with *Century Magazine*.

Regina Cannon has left the *New York Evening Graphic* to write moving picture reviews for the *New York American*. She has been succeeded on the Graphic by Julia Shawell, who writes under the name of Betty Colfax.

Anita de Campi, expert on home decoration, has been on the *Chicago Tribune* for 30 years, old-timers on the paper learned recently. In private life she is known as Mrs. J. E. Roemheld. Because of illness Mrs. Roemheld's work is being carried on at present by her daughter, Billi de Campi Stephenson.

Mrs. Frances Gayle Cornelius, feature writer for the *Charlotte* (N. C.) *Observer*, and Richard Pierson Torrence were married Christmas Day at the home of the bride in Charlotte.

Miss Mabel Lux was general chairman and Miss Blanche Clair the hostess for a recent party given 100 children by the Philadelphia Club of Advertising Women.

Miss Amy Leslie, dramatic critic of the *Chicago Daily News*, is vacationing in Hollywood, Cal., where she is renewing acquaintanceship with many of her friends of the days when she was herself an actress on the legitimate stage.

Miss Florence Greiser has joined the advertising staff of the *Miami* (Fla.) *News*.

GOLF FOR ADVERTISERS

Winter Tournament at St. Augustine, Fla., Jan. 10-15

A record prize list of 82 trophies is announced for the annual tournament of the Winter Golf League of Advertising Interests to be played over the St. Augustine Links from Jan. 10 to 15. Rodney E. Boone, advertising representative for Hearst newspapers, is president of the association.

The Advertising Interests are making their 25th Winter trip to a Southern resort, but it is the first time they have come to Florida. It is expected there will be about three hundred in the party.

The membership of the Winter Golf League of Advertising Interests is composed of the leading advertisers and publishers of the country. The largest contingent will leave next Friday from New York on a special train. They will travel de luxe, and golf will be the main topic of discussion for these enthusiasts for the next two weeks.

WHAT'S WHAT IN THE FEATURE FIELD

John B. Foster Writes Baseball Reminiscences for C. P. A.—"Monitor" Explains Pitching Strategy—Eleanor Gunn in Cairo Writing Fashion Copy

JOHN B. FOSTER, baseball writer for the Consolidated Press Association, has completed a new series of reminiscences entitled "When Baseball Was Young," which will be distributed early in the year to C. P. A. papers.

A history of the National Association, compiled and edited by Mr. Foster, was issued as a souvenir volume by the National Association of Professional Baseball Leagues for their silver jubilee, recently celebrated in Asheville. The book, which is not being sold but has been distributed to members and friends of the association, comprises 160 pages, and is handsomely bound and lettered in silver.

"The Strategy of Pitchers" a new series by "Monitor," baseball expert of the *New York World*, was announced this week by the New York World Syndicate.

Bessie R. Bly is drawing a new cartoon feature for NEA Service, Inc., called "They're All Alike."

Eleanor Gunn, fashion authority of the Metropolitan Newspaper Service, New York is now in Cairo, Egypt. She will return shortly to this country for the season in American winter resorts.

Mary Culbertson Miller is author of "A Wife's Transformation," which is being distributed to newspapers by the Bell Syndicate, Inc., New York.

Louis Brownlow, staff writer for Current News features on municipal and community affairs, spoke before the Chamber of Commerce in Petersburg, Va., on Dec. 28. He is scheduled to speak in Knoxville, Tenn. on Jan. 4 and Jan. 6. Mr. Brownlow recently returned from a speaking tour through the west, during which he addressed various civic bodies in Lawrence, Ottawa, and Fort Scott, Kan., and in Oklahoma City and Fort Worth.

Wallace Irwin has contributed to Metropolitan Newspaper Service's Pre-Eminent series an article called "Must the Truth Always Be Bitter?" Other articles scheduled are: Albert Edward Wiggam, "You Don't Have to Marry Badly Today"; Virginia Terhune Van De Water, "Fashionable Familiarities"; and Harvey O'Higgins, "Why Happiness Is Childish."

Leslie Fulenwider, president of Famous Features Syndicate, Inc., New York is writing a special column "Birmingham and Broadway" for the *Birmingham* (Ala.) *News*. Mr. Fulenwider was formerly a resident of Birmingham.

John T. McCutcheon, dean of cartoonists on the staff of the *Chicago Tribune*, will visit Miami, Fla., on the way to his island in the Bahamas for which he expects to leave shortly. The journey, including the inspection of the storm swept area, will take about three months.

C. T. Brainerd, president of the McClure Newspaper Syndicate, and Mrs. Brainerd sailed Tuesday on the Doric for a trip to Cuba, Panama, parts of South America and Bermuda.

The monthly historical features issued by the Yale University Press are now being handled by King Editors' Features, Glen Ridge, N. J., and New York. The next release is on Benjamin Franklin and is scheduled for Jan. 16.

Ralph H. Graves, editor and manager of the Doubleday-Page Syndicate, Garden City, N. Y., will speak before the newspaper institute under the auspices of the North Carolina Press Association, at the University of North Carolina, Chapel Hill on Jan. 6. His subject will be "Syndicates and Circulation."

Metropolitan Newspaper Service is releasing for daily or Sunday serialization—"The Murder of Roger Ackroyd," a new novel by Agatha Christie. The book was praised by reviewers and had run into six editions before Mrs. Christie's recent disappearance in England gave her a news interest throughout the English-speaking world.

SCALLAN JOINS HERALD TRIBUNE

Robert O. Scallan has emerged from a voluntary retirement from newspaper work of over four years to join the staff of the *New York Herald Tribune*. Scallan was for several years on the staff of the old morning *Sun* and from 1909 to 1915 worked on the city staff of the *World*. In 1920 he returned to the World and left to assist Samuel Untermyer in the Lockwood Committee investigation. Since then he has been doing magazine and publicity work and moved with his family to Westport, Conn.

NEW PRESS CLUB PAPER

The City Press Club of Chicago has started publication of a monthly paper for newspaper men called the *Scribe*. The first issue was dated January. Clyde A. Morrison is editor-in-chief and Ray Miller, editor.

MISSOURI DAILY SOLD

P. T. Grimes has purchased the *Booneville* (Mo.) *Central Missourian*, a daily, from C. M. Harrison.

About the only thing a man needs to become political timber is the ability to plank down.—*El Paso Times*.

FOR

SAFETY

RELIABILITY

ECONOMY

THE

CLINE SYSTEM

OF PRESS CONTROL

is considered

"THE STANDARD OF THE WORLD"

Ask any user

CLINE ELECTRIC MFG. CO.

MAIN OFFICE. CONWAY BLDG., 111 W. WASHINGTON ST., CHICAGO, ILL.

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
SAN FRANCISCO,
CALIFORNIA

CLINE SYSTEM

EASTERN OFFICE
MARBRIDGE BLDG.
47 W. 34TH ST.
NEW YORK CITY

A Modern Newspaper

To the Editor of the Post-Dispatch.

IT is awkward for the Post-Dispatch to have to publish letters in this column in its own praise, but it behooves the St. Louis public to acknowledge with generous praise the services which this great daily has rendered the city, the State, the country and, at times, the world. It is hard to call any journal "the best," as it is to designate a certain physician "the best," or a particular violinist "the best," but in the writer's opinion our own Post-Dispatch need not bow to any other newspaper in the country.

Good reader, have you fully appreciated it? Look it over carefully tonight. You will find it excels in almost every department. Its news is readably presented. Scare headlines are rarely used. The paper on which it is printed is good quality. The ink makes for clarity of impression. The proof-reading is well done.

News of genuine importance finds space according to its importance—that is as nearly as practicable for the paper to hold its circulation against journals catering to the murder-and-scandal-loving public. Foreign news of diversified topics is amply given. Inventions and scientific discoveries are ably reported. The editorial page is fearless and unhesitatingly liberal. Equally fearless and intelligent are the criticisms of stage, music and cinema. The woman's page is less insulting to the modern woman's intelligence than that of the usual metropolitan daily. Sports and markets are fully and capably treated.

Excellent special writers and superb reporters (like Paul Y. Anderson) turn out praise-worthy copy evidently little attacked by the editorial blue-pencil. Fitzpatrick's nightly offering affords amusement and food for thought. Yes, it may have weaknesses; for instance, it occurs to me that the book-reviewing could be improved upon and the editorial attitude on women is rather archaic; and about prohibition and the League of Nations, the responsible editors approach something near monomania. And, like the sage who enjoys a burlesque show after his profound cogitation, our good P.-D. revels in the banalities of Mutt and Jeff.

Prospering mightily in the face of an independent and honest editorial policy, or, perhaps because of it, the P.-D. is a standing refutation of the statement that modern journals must cringe and conform and prostitute their great calling in order to survive.

No, fellow citizens, I have no money invested in Pulitzer bonds; I hold no P.-D. job; I have no relatives or friends there. Just an unsolicited, hearty appreciation of this St. Louis possession, and my mite of encouragement for its longevity and prosperity—if continued on present plans and improved, here and there, from time to time, as no doubt it will be.

BO-PEEP.

Reprinted from "Letters from the People" in the St Louis Post-Dispatch 12-7-26

DAILY CLAMPS LID ON HURLEY, WIS., VICE CENTER OF MINING DISTRICT

Government Starts Padlock Proceedings Against 29 of the 54 "Soft Drink Parlors" in Town of 2,500 After Milwaukee Sentinel Collected the Evidence

(*By Telegraph to* Editor & Publisher)

MILWAUKEE, Wis., Dec. 29.—Hurley, Wis., the "Tia Juana" of the North, the city that for a half-century has run wide open in Northern Wisconsin, has been clamped down by the Federal government as a result of revelations made by the *Milwaukee Sentinel* of wholesale bootlegging, wide open gambling, indiscriminate rum-running, beer hauling and operation of brothels.

Twenty-nine of the 54 licensed "soft drink parlors," operating in the city of 2,500 people (nights 100,000) were served with temporary injunctions Tuesday ordering the proprietors to appear in Federal court at Madison, the state capital, within 20 days to show cause why their places should not be closed for one year by government padlocking proceedings.

For 50 years this city up in the mining and lumbering region of Wisconsin has flouted the law, often, it is alleged, by bribery of and plotting with city and county officials. The Eighteenth Amendment to Hurley was just one more law. By its extensive tip-off system and its powerful vice ring, it has been able to violate the Volstead act and all laws with practical impunity.

Several months ago the Sentinel determined to employ the power of the press to clean up Hurley.

"The law has for years been unable to cope with the situation in Hurley," said Julius Liebman, managing editor of the Sentinel.

"We decided to use the power of the press as a wedge to force the cleanup of Hurley. We planned the campaign of investigation in the Sentinel office several months ago and six weeks ago sent two of our best reporters to conduct a thorough investigation of conditions in Hurley and to gather sufficient evidence to induce federal officials to act. We made nothing public until the raid had occurred."

Disguised as lumberjacks the two reporters made the rounds of Hurley's saloons, gambling dens, brothels. They collected evidence in each place they visited. Every night, after the day's investigation had been completed, they prepared written descriptions of all that they saw. They put down names, places, conditions.

After the evidence gathered had been deemed sufficient, the Sentinel investigators placed it all before Federal officials, Ray J. Nye, Federal prohibition director for the Western District of Wisconsin; Stanley M. Ryan, the present United States district attorney for the district and William H. Dougherty, the predecessor of Ryan.

"The government can not interest itself in gambling that exists in Hurley," Mr. Dougherty said, when the evidence was presented to him, "and it can not take any part in cleaning up the houses of ill-fame. Those are matters for local officials and the state. But we can and will stop the flow of liquor if conditions are such as described."

Nine agents were thereupon sent secretly from Madison and St. Paul, Minn., to Ashland in the mining region and from there went down upon Hurley. They worked in Hurley for weeks, mingling with the gamblers, the miners and lumberjacks and purchasing liquor promiscuously.

Their reports and affidavits verifying the results of the Sentinel's investigation, brought about the wholesale issuance of injunction orders.

Sentinel reporters kept in touch with the Federal agents during the entire probe.

Information obtained by the Sentinel and the agents was carefully guarded. The raid, the greatest in Wisconsin history, came as a complete surprise and found Hurley running wide open. Not until the deputies marched into the saloons with writs of injunction did anyone know what had happened.

When news of the raid did leak out, the press association bureaus in Milwaukee were overwhelmed with wires from all over the middle west for information on the raid. By calls to Hurley some details were obtained by afternoon newspapers of Tuesday for final editions. The Sentinel in an extra edition early in the evening published a complete account of the raid and investigation.

An indication into the effect of the vice exposé is given in the Sentinel's story of the raid.

"The cleanup that was started in Hurley today," said the Sentinel "is but the beginning of the end of the riotous reign of bootleggers, gamblers, dive keepers, hijackers, white slavers and painted women of the underworld; of half a century of lawlessness.

"With the Federal government laying a heavy hand upon Silver street (the street of saloons) dealing Hurley the most severe blow it has ever received, the good people of the city have banded together to demand a special grand jury investigation of violation of state gambling laws and laws prohibiting houses of ill-fame.

"The government is expected to continue its work in Hurley because it has in its possession evidence that indicates an organized vice ring is making huge contributions to protect illegal business.

"Lawlessness is too open in Hurley to make it possible for anyone to pass down Silver Street and not to see the conditions that exist. It is claimed by those in the vice business that there are 200 women of the underworld operating in Hurley; that several hundred bartenders, gamblers and dive keepers who do nothing else but live off the miners and lumberjacks who drop their hard earned money in the many dives.

"There is evidence here that moonshiners were given their stills back after they have been arrested and convicted. There is evidence that the underworld is playing an active part in politics; that it is powerful in naming city and county officials; that it holds a whip over some of those officials and goes on its way violating the laws of the state and the nation."

Fred R. Zimmerman, newly elected governor of Wisconsin, praised the Sentinel for its vice exposé, in an official statement.

"The Sentinel's investigation of vice conditions in Hurley, and its subsequent co-operation with the government was a genuine public service that should be appreciated and lauded by every decent, law-abiding citizen of our state. As the next governor of Wisconsin I am grateful to the Sentinel for bringing to light these conditions so that they may be remedied and so that the blot may be removed from the state of Wisconsin.

"I was never aware of the conditions in Hurley until after I read the Sentinel's exposé which, I am informed, was not made public until after the proper authorities had been given an opportunity to act. In this respect the Sentinel showed the proper spirit.

"It appears to me that the Sentinel's investigation was a remarkable piece of work; that the evidence uncovered goes to the very root of the evils that exist in Hurley and when the time comes for action I will be glad to receive all this information and evidence and use it to the fullest extent.

"There are evils in Hurley which go far beyond the violations of the liquor laws. It is the duty of the city, county and state to act against vices unspeakable."

AIDS MEXICAN CHILDREN

Nearly 2,000 destitute Mexican children were provided with Christmas goodies and toys and taken to a movie by Ignacio E. Lozano, publisher of *La Prensa*, San Antonio Spanish daily, in co-operation with merchants.

PATERSON TO ALBANY

Staff Man Named Capital Correspondent of New York Herald Tribune

Robert Paterson, who recently joined the staff of the *New York Herald Tribune* has been assigned as Albany correspondent beginning Jan. 1. Before coming to the Herald Tribune, Paterson was for four years associate editor of McClure Newspaper Syndicate, and previous to that assistant to the editor in chief of *Current Opinion*.

Mr. Paterson was educated at Ohio State University, and has covered the legislatures of various states for the *Fargo* (N. D.) *Forum* and Western Newspaper Union at Georgia during the time when Governor Slayton was being hissed out of office over the Leo Frank affair.

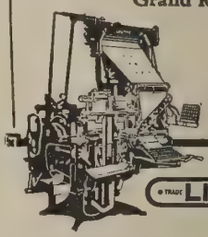
From the Linotype Mailbag

Avoided Delay

We certainly want to compliment you on the service given our telegraphic orders for liners. These were received about 8:30 this morning so we were not delayed in any way.

Such service and co-operation is always highly appreciated.

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was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

November, 1926

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of November, 1926, was **194,351.**

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

1927 PROSPERITY

A prosperous 1927 for the Nation is the forecast by the Country's prominent business chiefs. Judge Gary says there is no sign of any interruption in the present business activity. The presidents, directors and leaders of BIG BUSINESS all agree that the fundamental business conditions generally can be regarded as sound.

If these great captains of industry who are in position to know and feel the pulse of the Nation's business are so optimistic, then the newspapers should enjoy the greatest year in the history of the publishing business. They too should broadcast this feeling of prosperity to the national advertisers and should call us in to assist them.

We are specialists in preparing copy and layout campaigns for the publishers. We are ready to undertake any promotional work to help the publisher sell his market and his newspaper to the advertiser. Call on us.

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¶ A smaller size Ionic is as legible as a larger size of some other type face and the comparatively short ascenders and descenders give the lines an open appearance even when set on the same body size as the face; however, various degrees of leading may be used, based upon the paper's space requirements. The outstanding advantage of this new face is its conservation of vision, which it achieves mainly through its even, restful tone and the notably clear, full proportions of both the lower case and the capital letters. There are no pin-holes to fill up with ink and no fine lines to break down in stereotyping, both important factors from a mechanical standpoint, because they speed up production. ¶

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Is now available in three sizes

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HERE, at last, is a practical way to increase the size of your paper without adding more pages. You can now use a smaller size of body type, increase the word capacity of every page, and improve, rather than impair, its readability.

After several years of experimental work the Mergenthaler Linotype Company has evolved a newspaper body face that permits reduction in size and *actually increases legibility* as well as word count. This face is Ionic No. 5, of which the 6½ point size has been in practical use by over fifty newspapers for several months. It is now available also in 5½ point and 7 point.

Ionic invites reading—its even tone is restful, without being monotonous. The letters are full, round, clear and well proportioned. There are no "pin-holes" to fill up in printing—no fine lines to break down in stereotyping. Eye specialists endorse it, readers commend it; publishers praise it.

The three sizes are shown on the following pages. A study of these specimens, we are sure, will convince you that we have not exaggerated the qualities of this ideal newspaper face.

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ACCOUNTANT—Books opened, audits, tax reports; part time bookkeeping at reasonable rates. Piper, 41 John st. Beekman 4581.

ACCOUNTANT—Expert, will keep few small sets books. D 103, Herald Tribune, Downtown.

ACCOUNTANT—Audit, systems, bookkeeping arrangements; taxes; financial statements; moderate fees. Cathedral 5372.

ARCHITECTURAL—General Draughtsman, 25 years' experience in New York; take care of large work. D 96, Herald Tribune, Downtown.

ARTIST PLASTIC—Young man; also book cover designer in ink. Plaster caster wants connections. Phone Orchard 305, after 6 p. m.

BOOKKEEPER—Beginner; references. John Muratori, 37 E. 58th st. Regent 7340.

BOOKKEEPER—Cashier, neat, experienced; excellent references. D 11, Herald Tribune, Downtown.

BUTLER wishes position private family; personal references; city, country. Lotz, 120 W. 102d.

BUTLER, useful thoroughly experienced; excellent references; Friday. Mason's Agency, 47 East 44th.

BUTLER and valet, first class, long reference; willing to go anywhere. Telephone Jamaica 9362.

BUTLER, valet, attendant; permanent or temporary; well recommended; English, Londoner. 953 3d av.

BUTLER, French, experienced; excellent references, M 5, Herald Tribune.

BUTLERS, cooks, housemen, chauffeurs. Wettler's Agency, 13 West 46th st.

CARPENTER wishes steady employment; repairs, alterations; reasonable. Telephone Havemeyer 6819-W.

CARPENTER-FOREMAN, 20 years' experience, wants position immediately. Trenholm, 475 West 22d.

CHAUFFEUR-MECHANIC, German, 49, married, no family, 24 years road, shop; any car, anywhere; like country and touring; moderate wages and uniform; well recommended. Frederic, 533 West 150th. Bradhurst 2105.

CHAUFFEUR-MECHANIC, married, 17 years' experience, American, useful; country or city; age 38; good references. M 40, Herald Tribune.

CHAUFFEUR, mechanic, single, 14 years' experience; long personal reference; willing, obliging; city, country, anywhere. Chauffeur, 95 Amsterdam av.

CHAUFFEUR—Mechanic, 9 years' experience; references; willing to go anywhere. Call Lackawanna 4828 after 1 p. m., John Ragnet.

CHAUFFEUR, butler, Japanese; wants position; private family; clean, neat; personal references. Jima, 330 East 57th. Plaza 6752.

CHAUFFEUR, mechanic, colored; steady; reasonable wages. Marks, 216 West 141st. Edgecombe 9246.

CHAUFFEUR or other work; free at New Year's; references. Z 140, Herald Tribune.

CHAUFFEUR, useful, long experience, neat; city, country; reliable; references. M 24, Herald Tribune.

CHAUFFEUR, butler; French; 8 years' experience; private family. PHILBERT, 691 Columbus av.

CHAUFFEUR, gardener, useful man; care furnace; private. 891 Columbus av., city.

HAVANA RESULTS

FIRST RACE—Purse $700; claiming; three-year-olds and upward; five and one-half furlongs.

Play Hour, 115	(Henslein)	4–1	8–5	4–5
Gussie P., 107	(Dale)	—	even	1–2
Kalakaua, 110	(Catrone)	—	—	6–5

Time—1:07 3-5. Liborio, Bellefonte, Voorfloor, Pilades, Seapen, Baalbeck II, Zoona, Clean and Bachelor's Error also ran.

SECOND RACE—Purse $700; claiming; three-year-olds and upward; five and one-half furlongs.

Lew Pope, 115	(Groos)	8–1	3–1	8–5
Lieut. Farrell, 110	(Fishman)	—	even	1–2
Cappie, 107	(Pickens)	—	—	2–1

Time—1:07 3-5. Ceres, Adventuress, P. T. Barnum, Acquitted, Little Jennie, Eileen M. Ranock also ran.

THIRD RACE—Purse $700; claiming; three-year-olds and upward; five and one-half furlongs.

Appellate, 108	(July)	4–1	8–5	4–5
Winding Th'gh, 107	(Pickens)	—	even	1–2
Vasquez, 107	(Morar)	—	—	4–5

Time—1:08. Brier Hill, Serline, J. Marrone II, Oblique, Ponce, Yellow Pine and Countess Claridge also ran.

FOURTH RACE—Purse $700; claiming; two-year-olds; five furlongs.

Sun Dance, 102	(Guerra)	even	2–5	2–5
Cuban Flag, 108	(Ralls)	—	3–1	8–5
Cut Brush, 110	(Butler)	—	—	4–1

Time—1:00 3-5. Sporting Life, Kathe, Caplinger, Manipulator, Arden, Touchdown, Garzona, Newt and Queen Basil also ran.

NEW ORLEANS ENTRIES

FIRST RACE—Purse $1,000; claiming; two-year-old maidens; six furlongs.

1774 Croatan .....112 | 1781 *Boots Last .100
1781 *Chuetta .....100 | 1774 *Billy K. 103
1746[3] Onup .....113 | 1739 *Pr. Eternal .107
1753[3] *War Grail ..108 | 1746 *Edna Cook .100
1697 Foundation ..112 | — *Old Foxy ...107
1781[2] Jul. Esquin ..108 | 1781[3] Bride's Cup .105
1768 *Rim 123

SECOND RACE—Purse $1,000; claiming; three-year-olds a...

1712 Juniata ...
1732 *Stein ...
1776 Forelan...
1684 Mungo ...
1780[2] Despard ...
— *Flight ...
1706 *Rock S...
1765 Cream P...

THIRD RACE ...
year-olds a...
1737 Critical ...
1782[2] *Delphi ...
421 *West P...
1751 Couns. O...
1782 *Street ...
1710 *Royal ...
1703 *Real Ar...
1779 Ask Him ...
1733 *Doug'g...

FOURTH RA...
claiming; a...
— Bilbo ...
1709 *Lord M...
— Fenman ...
1755 *Balboa ...

FIFTH RACE ...
year-olds a...
yards.

1787 Laddie Buck .107 | 1731 Duckweed ...107
(1771) War Man ...107 | 1766[2] Endor 103
(1792) Massilon 103

SIXTH RACE—Purse $1,000; claiming; three-year-olds and upwards; mile and a furlong.

411 *Rajah .....111 | 1775[2] *Sea Court ..107
1779[3] *Four Sixty ..107 | 1775 Sleepy Head .116

TRADE LINOTYPE MARK

Text of this page set in

5½ Point Ionic No. 5

Classified column and racing news set 14 lines to the inch. Legal notices and market quotations set on 5½ point body.

A splendid type face for classified columns, market reports, legal notices and all other similar purposes.

LEGAL NOTICES

SUPREME COURT, NEW YORK COUNTY—PETER F. MURPHY, Plaintiff, against E. DEAN FULLER, Defendant.

YOU ARE HEREBY SUMMONED to answer the complaint in this action, and to serve a copy of your answer, or, if the complaint is not served with this summons, to serve a notice of appearance, on the plaintiff's attorney, within twenty days after the service of this summons, exclusive of the day of service. In case of your failure to appear, or answer, judgment will be taken against you by default for the relief demanded in the complaint.

The foregoing summons is served upon you by publication, pursuant to an order of Hon. Phoenix Ingraham, dated the 3rd day of December, 1926, and filed with the complaint in the office of the Clerk of the Supreme Court, at the County Court House, in the City, County and State of New York.

Dated, the 3rd day of December, 1926.

BERNARD ARONSON, Attorney for Plaintiff.

NOTICE IS HEREBY GIVEN that, by virtue of an artisan's lien amounting to $190 existing in favor of Michael Kramer, the undersigned will sell at public auction, on the 20th day of December, 1926, 10 o'clock in the forenoon, at the store premises of Michael Kramer, No. 777 6th ave., New York City, the following property 1 pair of diamond and pearl drop earrings, containing 21 diamonds. Dated, New York, December 3rd, 1926. Sam Jacobs, Auctioneer.

PROPOSALS

SEALED PROPOSALS will be received by the Sewerage and Water Board, at the office of the Secretary, Room 401, No. 520 Carondelet St., New Orleans, La., up to 12 o'clock, noon, of Monday, December 20th, 1926, for furnishing: LABOR AND MATERIAL ON A ...ATERWORKS, ...CONSTRUC-...7.

...oposal forms ...o. 520 Caron-...

...ct any or all ...Gen'l Supt.

...ION. Sealed ...e received in ...y, New York, ...1926, for con-...Dan Washing ...bkskill, N. Y. ...ation. J. W. ...f. G., U. S. P.

...y the Bureau ...Department, ...fire and gas ...clock A. M., ...X-ray table, ...pes, periscope ...and until 10 ..., for deliver-ing spices, canned cheese, ground mustard, arctics, vanilla flavor, shoes and, until noon, December 15, 1926, for delivering vegetable shortening to the Navy Supply Depot, Brooklyn, N. Y., etc. Apply for proposals to the Navy Purchasing Office, New York, N. Y.

CHARLES MORRIS, Paymaster General.

DOMESTIC BONDS

Sales (000 omitted).	High.	Low.	Last.	ch
1 Alum 7s '33	106	106	106	—
37 Am G & El 6s	100½	100	100½	+
21 Am P & L 6s	100	99½	99½	—
2 Am Roll M 6s	103	103	103	—
20 Am Seating 6s	99½	99½	99½	—
6 Am W Wks 6s	97⅞	97¾	97¾	—
3 Anacon Cop 6s	103	102⅞	102⅞	—
10 Appala'n Pr 5s	94⅞	94⅞	94⅞	—
16 Assoc G & El 6s	102	101⅝	101⅝	—
18 Assoc S H 6½s	97½	97½	97½	—
5 Atl Fruit Inc 8s	19	19	19	—
9 Beaver Bd 8s	99	98¼	98¼	—
5 Bell T Can 5s	100¾	100¼	100¼	—
1 Buff Gen El 5s	102	102	102	—
1 C N R Equip 7s	111⅝	111¾	111¾	+
25 Car Pr & Lt 5s	99	99	99	—
29 Cities Svc 6s	93⅝	93⅛	93⅜	+
1 do 7s D	112	112	112	+
2 Cs G B 5½s E	106⅝	106⅝	106⅝	+
1 Cons Tex 8s	84	84	84	+
6 Cont Cor 6s	98¾	98½	98¾	+
1 Cub Tel 7½	110½	110½	110½	—
6 Cudahy 5s	96¼	96¼	96¼	+
6 Det C Gas 6s	107½	107½	107½	—
10 Duke P P 6s	102¾	102½	102½	—
1 E Ter 6s	100½	100½	100½	—
1 El Refrig 6s	103⅞	103⅞	103⅞	—
6 Fisk Rub 5½s	97⅝	97½	97⅝	—
2 Galena S O 7s	91	90	90	— 1
110 Gat Pow 5s	94	93¾	94	—
145 do 6s	99½	98½	98¾	—
1 Gen Pet 6s	101¼	101¼	101¼	—
1 Gyr T & R 5½s	96½	96½	96½	+
3 Gr Tr 6½s	109¼	108¼	109½	+
1 Gulf Oil 5s	100⅝	100⅝	100⅝	—
26 Ind Oil 6½s	97¾	97	97¼	+
1 Ind Limeste 6s	99	99	99	—
5 Ind Pow 6s	97½	97⅝	97¾	—
5 Int Gr Nor 5s	95	95	95	+
10 Int N G 6s w i	118	117	117	— 1
16 Keyst T Ph 5½s	89	88⅝	89	—
3 Leh Pr Sec 6s	94	93⅝	93¼	+
57 Loews Inc 6s	99½	99	99	—
9 Mass Gas 5½s	102½	102½	102½	+
10 Missouri Pac 5s	100⅝	100⅝	100¼	—
8 Natl P & L 6s	98¼	98⅛	98¼	—
1 Nev Cal El 5s	94¼	94¼	94¼	—
18 Nev C Cop 5s	94½	94½	94¼	—
23 N O T M 5s	100⅞	100⅞	100⅞	—
6 N S P cv 6½s	111	111	111	—
5 O N G 6½s w i	99	99	99	—
4 Ohio R Ed 5s	95¾	95¾	95⅝	—
10 Otis Steel 6s	94⅞	94	94⅞	—
4 Pan Am Pet 6s	102	102	102	—
73 Penn O Ed 6s	116½	114½	116	+ 2
3 P P & L 5s	98¼	98¼	98¼	+
2 do 5s D	98⅛	98½	98⅞	— 3
17 Phil E P 5½s	102¾	102¾	102½	—
1 Phil E 5½s '74	107	107	107	+
26 P S N J 5½s	99	98⅞	99	+
13 Pure Oil 6½	104	104	104	—
2 Schulte R E 6s	95⅝	95¾	95¾	—
3 Servel Corp 6s	102⅛	102⅞	102⅛	+
1 Shawsheen 7s	100	100	100	—
86 S P & L 6s w w	94¾	94¾	94¾	—
8 Hun Ld In 7½s	98⅛	98	98¼	—
5 Ilseder Steel 7s	98	98⅞	98⅝	—
125 Td P U C I 7s	91	90⅝	90⅞	—
7 King Den 5½s	100½	100	100½	—
1 King Neth 6s '72	107	107	107	—
2 Mans M & S 7s	99½	99¾	99¾	—
5 Med Col 8s	102⅛	102¼	102½	— 1
5 Prov B A 7½s	97½	97½	97⅜	—
7 do 7s '36	96½	96½	96½	—
21 do 7s '52	94	93½	93⅞	—
6 Rep Peru 7½s	100½	100½	100½	—
13 Rom C Ch 6½s	92½	92	92	—

Some of the Papers Already Using Linotype Ionic No. 5

Evening World, New York City
The World, New York City
Evening Post, New York City
Courant, Hartford, Conn.
Journal, Providence, R. I.
Evening News, Newark, N. J.
Sunday Call, Newark, N. J.
Times, Los Angeles, Cal.
Post, Washington, D. C.
Sun, Scranton, Penna.
Union-Star, Schenectady, N. Y.
Union, New Haven, Conn.
Virginian-Pilot, Norfolk, Va.
Union, San Diego, Cal.
Evening Tribune, San Diego, Cal.
Toledo Times, Toledo, O.
News, Chattanooga, Tenn.
News, Oklahoma City, Okla.
Journal-Tribune, Knoxville, Tenn.
Staten Islander, Staten Island, N.Y.
Intelligencer, Lancaster, Penna.
Register, Torrington, Conn.
Leader, Springfield, Missouri
Advertiser-Gazette, Lafayette, La.
De Queen Bee, De Queen, Ark.
News, Prince Rupert, B. C.
Guardian-Journal, Homer, La.
Times-Recorder, Zanesville, O.
Register, Sandusky, O.
Youngstown Vindicator, Youngstown, Ohio
Leader, Lexington, Ky.
Press, Pontiac, Michigan
Star, Peoria, Illinois
Sentinel, Holland, Mich.
Times, Whitehall, Wis.
Altus (Okla.) Plain Dealer
New London (Connecticut) Day
Arkansas Gazette, Little Rock, Ark.
Register, Danville, Va.
News, Salem, Massachusetts
World-News, Roanoke, Va.
Republic, Yakima, Wash.
Commoner, Colfax, Wash.
Arizona Gazette, Phoenix, Arizona
Record, Park City, Utah
Province, Vancouver, B. C.
News, Parkersburg, W. Va.
Record, Haverhill, Mass.
Progress, Clairton, Penna.
Review, Bergenfield, N. J.

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

LINOTYPE SET IN CLOISTER.

CHARLOTTE OBSERVER'S $500,000 PLANT READY FOR OCCUPANCY NEXT WEEK

Designed Solely for Newspaper's Operation, Building Provides Expansion for Many Years—Has Own Railroad Spur—Auditorium Seats 600 People

THE new home of the *Charlotte* (N. C.) *Observer* will be occupied on an. 2, as soon as the Sunday issue comes rom the presses in the old building. It will be one of the most complete news- aper plants in the South. The building as been designed and constructed with n eye single to the economic and suc- essful conduct of the business it will ouse.

The location of the plant is on South 'ryon street, the principal thoroughfare f Charlotte. It runs back to a 17½ foot rivately owned alley, opening on a com- odious garage that will house a fleet f trucks that will be used in the circu- ation delivery. There is also an "L" in ie rear, which extends along the right- f-way of the Southern Railway, where a our track has been constructed for the eighting of supplies direct into the stor- ge rooms.

The building is of concrete and steel onstruction, three stories in height, and finished in Bedford stone. The sides re of light brick, trimmed with stone. ocated on a corner, and running along tonewall street on the north side, and ith a ten-foot easement on the south de, the plant will be assured light and ir on four sides.

The front office is constructed of natu- al mahogany. This work is being espe- ally done by a cabinet manufacturer. he counters will be finished in green ermont marble. The ceiling in this part the building is 22 feet from the floor. he main entrance will be into this of- e from South Tryon street. There will large lobby space for the accommoda- on of the public and ample room for the veral business departments.

The press room, located in the base- ent directly under the composing room, 19½ feet in height, and sufficiently mmodious to accommodate four octuple esses and a color press. A single tuple and a color press will be in- alled in the beginning. The plant is signed to take care of the growth of e business and the expansion of the per for many years to come.

The building is so arranged that car- er boys can enter from the side, obtain eir bills and settle with their own de- rtment without coming into contact or terfering with other departments. An sembly room is provided especially for e carrier boys. This compartment is by 60 feet in size.

The mailing room is 45 by 120 feet in ze, and is exposed to light and air on ree sides. There is storage room nple to take care of twenty cars of wsprint at a time. An ink storage om has been built so that it can be pecially heated in order to keep the k at even temperature in the winter ne.

News and editorial rooms will be lo- ted on the second floor, adjoining and ening into the composing room, which designed to accommodate 22 linotype achines in addition to monotype equip- ent. Extending the length of the build- g east and west, these departments can enlarged to take care of any expansion at may be necessitated by the growth the business.

A unique feature in a building of this nd in this section is a large and com- odious auditorium on the third floor, signed to seat comfortably 600 people. he auditorium will be provided with a age, and will be available for the free e of local organizations. It will be own as the Observer's Town Hall. It anticipated that the women particularly ill take advantage of this centrally lo- ted meeting place for the conduct of vic business.

The investment in the plant, together ith the real estate on which it is located, ill aggregate $500,000. Spacious vaults, ference and filing rooms have been in- cluded in the lay-out of the building. Nothing has been overlooked to make the arrangement of the building as convenient as possible for the quick and economic handling of a newspaper business.

Lockwood, Greene & Co. are the architects who designed the building. Construction work is under the supervision of J. A. Jones & Co., builders. Curtis B. Johnson is publisher of the Observer.

RIVAL PROPHET RILED WEATHER MAN

But Superior Telegram's Own Forecaster Did Not Violate Law Against Counterfeiting Uncle Sam's Announcements

By Gordon MacQuarrie,
City Editor, Superior (Wis.) Telegram

Editors, be careful about the way you handle Uncle Sam's remarks concerning the weather. If the spirit ever moves you to start some sort of an Old Weatherman daily weather prediction, first look up section 61 of the United States penal code of 1909, Act approved by the President March 3, 1905, regarding counterfeit weather forecasts.

The *Superior* (Wis.) *Evening Telegram* began an Old Weatherman feature early in November of this year, with the town patriarch, Harry Ashton, prognosticating. Everyone knows Harry. He's lived at the Head of the Lakes for more than 70 years. Well, Harry began predicting the weather, and we put him in a little box and after a while we ran a thumb-nail cut of him every day peering at the sky making weather medicine.

It got pretty good. Folks around the hotel where Harry works and joshes twitted him when he made the proper prediction and laughed him off when he failed. They began to compare his prediction with the one made by H. W. Richardson, United States meteorologist, who holds forth daily on top of the Duluth hill. I guess that made H. W. rather sore at first. Harry was kind of mad, too, giving out the impression that his professional dignity as a weather forecaster was being impaired by association, in mind, with Uncle Sam's man in Duluth.

We aren't sure, but we gather H. W. was not so pleased. We can imagine the grain brokers and mining men in Duluth calling him up on the phone and asking him about the weather, with a laughing reference or comparison with the current forecast as set forth by Harry Ashton. Plainly, the United States government and Harry were going to come to grips soon. They did—through the city editor of the Telegram.

H. W. started it by courteously pointing out that "it is the privilege of any newspaper to print anything it wishes, within reasonable and properly prescribed limits; but, under the circumstances, it appears to us that your publication of the 'Old Weatherman' forecasts is quite out of bounds, though certainly unintentional."

It was apparent that H. W. was a mite sore. His friends probably had rubbed it in rather hard. Anyway, we discontinued the Old Weatherman. Mr. Richardson had reported the matter to C. F. Marvin, Chief of the U. S. Weather Bureau at Washington, and he considered it quite fully. He pointed out that we were within the law, as we had not labeled the forecast as one of the United States Weather Bureau.

The *Lawrence* (Mass.) *Eagle Tribune* is offering talking dolls to all those obtaining three new six month subscriptions.

THE INDIANAPOLIS RADIUS



One of 1927's greatest selling opportunities

LOOK to the Indianapolis Radius in 1927. It is one of the bright spots on the salesmanager's map of the nation.

2,000,000 consumers, prosperous, progressive, intelligent, with uniformly high buying power and standards of living.

An agricultural area, where farmers are above the national average of prosperity because of the astounding fertility of their soil, the diversification of their crops, the nearness of the great consuming markets.

A highly organized industrial area, with hundreds of thousands of prosperous workers, profitably engaged in supplying the civilized world with the products of their industry.

An area where mines produce millions of new wealth annually.

A market knit together and unified by a transportation system that is unsurpassed in the United States, where consumers are highly accessible to retail outlets where goods are sold, and where the work of getting and holding distribution is simplified.

And finally—

A market that requires but one advertising cost, because one newspaper for 57 years has made the Indianapolis Radius think alike and buy alike—

THE INDIANAPOLIS NEWS

FRANK T. CARROLL, *Advertising Director*

NEW YORK
Dan A. Carroll
110 E. 42d St.

CHICAGO
J. E. Lutz
The Tower Bldg.

EDITORIAL



Even so the tongue is a little member, and boasteth great things. Behold, how great a matter a little fire kindleth!—James, III; 5.

DON MELLETT'S VICTORY

THE jury's verdict at Canton means that it was true, as charged by the late Don R. Mellett in the *Canton Daily News*, that an infamous league existed between skulking crime and pious officialdom, a conspiracy so foul, cruel and cowardly that it did not hesitate to hire a wretched pawn to drive steel through the heart and brain of the one citizen who dared openly to challenge its power.

The conviction of Patrick McDermott, the paid assassin of much worse people than he, takes its place as one of the notable incidents in the history of American journalism. It followed an expose, officially confirmed in a criminal court, of one of the worst failures of government ever recorded. Not only were the processes of the law impotent at Canton, but public servants were found to be the venal partners of a coterie of murderous crooks and prostitutes that snapped their fingers in the face of law, order and civic decency. But worse—worse—the big revelation concerned the cowardice of a supine public. Don Mellett knew only what hundreds and perhaps thousands of his fellow citizens knew. He alone had the red blood to stand out and call the bluff. And when fiends slaughtered him there were people in Canton who deplored, not this monstrous act, but the "bad name" Canton might get. Sometimes the heart sinks as a stone in contemplation of a type of American, insensible to emotion when the cause is impersonal and altruistic—the greedy and small-souled hushers and slushers we all come to know in our travels.

Through the sacrifice of the brave young editor's blood the fair name of Canton has been redeemed. That is what has happened. The conviction of McDermott is a social and political vindication. It is notice to the world that justice still sits her throne at Canton. A man and his family may now live there in safety and decency. "Decency and the law will rule here, hereafter," said an editorial in the Canton News of last Sunday. "It was to establish such conduct, to make clean the city he loved, to break the unholy alliance between the sworn officers of the law and criminals, that Don Mellett fought, and fighting for which he lost his life. * * * The work is going through to completion; and at its completion justice will be done."

In the same issue of the News we find a news story of remarkable significance. It gives the annual police reports and these show that whereas ten homicides occurred in Canton in the first seven months of 1926, no one has been murdered since July 16, when Don Mellett was assassinated. So he died that others might live.

Don R. Mellett's name must not pass from view in American journalism. In what way do the readers of this newspaper believe his heroism may best be preserved for posterity? Editor & Publisher will be glad to publish suggestions. Will it be a monument, tablet at some national shrine, chair at some university, a journalism course in his name at some school? What shall it be? Don Mellett was a true martyr and his name should not vanish, but live to inspire youth in journalism.

Newspaper advertising permits of a gradual, well-regulated, section-by-section coverage of the general field, concurrent with distribution, on terms within the easy reach of any concern qualified to do a general distribution business.

PURE CHARITY

THE power and influence of the newspaper has never been better illustrated than in the annual appeal conducted by the *New York Times* for the poor and needy. This appeal, strictly confined to the printed word appearing in the newspaper's columns, this year brought a response of over $270,000 from more than 12,000 contributors. It was the fifteenth annual appeal to readers and nearly two million dollars is the aggregate sum secured from these appeals, growing from $3,000 in 1912 to over $270,000 in 1926.

The Times declined hundreds of offers to augment the fund by canvassing, in person or by mail, by benefit performances, contributions of handiwork, or by other means usually employed to raise public funds, because the fundamental idea was that the contribution should represent the spirit of charity, pure and unalloyed. Such charity, of course, makes the giver the chief beneficiary. The 12,000 voluntary contributors who, within two weeks' time, donated more than a quarter of a million dollars, included men and women of wealth, and those who possessed only the meager necessities of life.

The appeal, confined strictly to the columns of the paper, was dignified and convincing and free from hysteria or "sob-sister" harrowing of the feelings of readers. The stories of the neediest cases were simple, unvarnished tales of misfortune and want. To one of the ablest men on the staff was assigned the task of telling the daily progress of the appeal, while the editorial and special feature sections of the Sunday paper elaborated and interpreted the work. This was done for three weeks, being given liberal space as required.

Here is an object lesson for schools of journalism—the why and wherefor of this success, and how a newspaper can further the public interest, and have the satisfaction of a good deed well done.

Sales engineer of the Central Radio Laboratories of Milwaukee says to newspaper editors: "Our advertising schedule for the new year will be based somewhat on the consideration given our publicity articles." Not if all editors treat free publicity as advertising in 1927.

GLIMPSING 1927

DURING the week Editor & Publisher has interviewed a number of men whose names carry genuine significance to the newspaper and advertising circle in reference to the business prospect of the new year. The consensus of opinion seems to be that, while it is hardly to be hoped that the phenomenal commercial records of 1926 can be equalled or excelled, there is no doubt that 1927 will be one of the banner years in the history of American trade.

So great has been trade abundance in the past twelvemonth that even the leaders of industry seem awed by it, but it is ever thus. We recall the predictions that were made a year ago. Few then were willing to prophesy that 1926 would equal 1925.

Aside from the automobile industry, whose problems are very special to itself, there is no sign on the commercial horizon of a business recession. On the contrary, if advertising is a true barometer, we are sailing out of December into January on an even keel. There is no visible fundamental difficulty and there are many magnificent promises, best of all being a rapidly settling situation in world economics.

We in America have the materials, the genius, the will to work, and we have developed a great love of comfort. These are motives for continued prosperity. Pessimism at this time to us seems a mockery. At least we shall not be talked out of good times. When a Gloomy Gus comes your way make him answer the simple question: Why?

Consistency, thou art so often a paste jewel.

REPLY TO MR. STELZLE

WE are pleased to publish in another column Rev. Charles Stelzle's protest against our views expressed in last week's Editor & Publisher concerning the religious "census" recently conducted through newspapers at the request of the Church Advertising Department of the International Advertising Association. Mr. Stelzle confirms our belief that this enterprise was not a "census," but an evangelical revival. Naturally, the clergymen who favored this idea could see nothing amiss and much to gain by getting newspapers to print, day after day, on first pages, that list of soul-searching questions. It is their business in life to spread the Gospel. We honor them for their enterprise. Editor & Publisher's remarks were not addressed to clergymen, but to newspaper men. Our references were not to the duties of professional religious propagandists, but to ethical newspaper editors.

Mr. Stelzle thinks that because 150 or more editors published the questionnaire our objections are automatically answered, but 150 or more editors of daily newspapers do not do our thinking for us, but rather read Editor & Publisher for independent views.

We believe that some of these editors actually regarded the questionnaire as clever propaganda, rather than the "census" it pretended to be. Mr. Stelzle quotes one as saying: "Never has this community been so stirred religiously in many years." Editor & Publisher asks by what right this editor, or the editor of any newspaper circulating among all classes of people, has to use a paper's new columns to stir the religious emotions of his community by covert means. Since when have newspapers become revivalists, particularly in the guise of census takers? It is understandable why clergymen should think this good editorship. To our journalistic view it was bad editorship, the fault being aggravated by the mixture of "news," "advertising" and "religious propaganda."

Editor & Publisher does sincerely question the value of the "statistics." We were not far afield in the surmise that this insignificant poll of newspaper readers would be used by "statisticians of the church" to show particular results. It is simply amazing that 125,000 votes, polled by 153 newspapers, are to be taken to mean such things as "a terrific indictment of the Church," the opposite, or anything else. Mr. Stelzle says President Coolidge was elected by about 25 per cent of the eligible voters of the United States, but he surely does not want us to believe this is on all fours with an "indictment of the church" by a vote of 125,000 unknown persons among the millions of readers of 153 dailies. There are minorities that mean something, and minorities that mean nothing. This one means nothing. Regretting that we cannot go along with our good friends in this matter we can only reassert that this propaganda, however high the motive, is not in our picture of what a newspaper of general circulation has any right to do.

That a gnat strained and broke a camel's neck, is what we get out of Mr. Calkins' turgid essay in the current issue of Atlantic Monthly.

ADVERTISER BOYCOTT

WHAT is it when an association of local merchants, representing the majority of the advertisers of a community, withdraws the right of a local newspaper to solicit advertising among its members as a penalty for the editor's refusal to withdraw a political policy?

Is that blackmail?

Is it a conspiracy to restrain an individual in the performance of a constitutional right?

We believe the answer to these questions is yes and hope the day will come when the issue will have a thorough test in the courts.

Interest in these matters springs from an account written for Editor & Publisher this week, of the almost unbelievable fight of the editor of the *Tucson* (Ariz.) *Independent* for the right to take a stand in reference to the conduct of the state university. Mr. Wright, who gives the account, is vouched for by Mr. Upshaw, editor of the Independent, as a reporter who has worked for all three of the daily papers in Tucson and who in his Editor & Publisher story has sought to give a dispassionate summary of the bitter controversy. If the facts as related are accurate we agree that this is a rare instance of insolent advertiser boycott. When an editor is making this fight he is battling for the first principles of American journalism. More power to his elbow!

In 1927 drive home to general advertisers the great fact that the newspaper actually—not theoretically—links buyer and seller.

PERSONAL

OBERT BELL, president of the Press
Congress of the world, who is mak-
a world tour, is at present in Southern
ain. He intends proceeding on a
ise of the Mediterranean from Gibral-
to Constantinople, and thence back to
braltar, stopping at many ports en
ute.

A. J. Crim, editor of the *Plainville*
ll.) *News* has been seriously ill the
sult of lead poisoning. His condition
the last few days shows some improve-
nt.

IN THE BUSINESS OFFICE

UDLEY B. MARTIN, formerly in
the business office of the *New York*
mes is now on the news staff of the
ooklyn Daily Eagle.

Miss Florence Greiser, R. R. Williams,
ifford Horkheimer and W. E. Church
ve been added to the staff of the
iami Daily News Rotogravure depart-
nt.

Edward L. Hill, formerly assistant to
president of the *St. Louis Globe-*
mocrat, has become connected with
national sales department of the Gen-
al Outdoor Advertising Company, Chi-
go.

George C. Blohm has been placed in
arge of the advertising office which
Chicago Tribune recently opened in
lanta, Ga. Mr. Blohm joined the
ibune four years ago and was for two
ars manager of its Miami office.

IN THE EDITORIAL ROOMS

OHN BALL, veteran political writer
of the *Pittsburgh Post,* is confined to
home by illness.

Kenneth S. Conn, for nearly five years
orting editor of the *South Bend Tri-*
ne, recently joined the sports staff of
Cleveland (O.) *Press.* Before leav-
South Bend he was guest of honor at
informal luncheon given by 15 of his
sociates on the *Tribune.*

William Noel, formerly of the *Cairo*
ll.) *Bulletin,* is now writing his column
"Sidewalk Chatter" on the *Metropolis*
ll.) *Daily News.*

Jeffrey Heiman has been appointed as-
ciate editor of the *Seattle* (Wash.)
wish Transcript.

Norman E. Isaacs, formerly of the
orts department and assistant news
reau manager of the *Indianapolis Star,*
s succeeded Vedder Gard as assistant
orts editor of the *Indianapolis Times.*
r. Gard becomes editor of the In-
na Bell Telephone publication.

J. C. Watson, former editor of the
mesa (Tex.) *Dawson County Journal,*
s joined the Abilene Chamber of Com-
rce as assistant secretary.

Ivan L. ReVeal, formerly of the *Dan-*
le (Ill.) *Commercial News,* but who
s been in the automobile business for
past three years, has joined the staff
the *Cairo* (Ills.) *Morning Bulletin.*

John B. Jones, telegraph editor of the
okane (Wash.) *Spokesman-Review,*
s been appointed instructor in the
hool of Journalism, University of
ashington.

Leonard Pierson of Indianapolis has
ned the *Indianapolis Times* as market
tor.

Johnny McGovern, named on the All-
nerican football teams in 1909, has
n named sports editor of the *Minne-*
olis (Minn.) *Journal* succeeding Harry
Kanna.

Russell F. Boyd, of the *Montreal*
r editorial staff, has returned to Lon-
n, Ont., to continue newspaper work.

Melvin Roach has joined the sports
partment of the *Indianapolis Star.*

H. H. Walker, city editor, *Salt Lake*
y Deseret News, has been selected as
member of the citizens' advisory com-
tee Argonne Chapter No. 2, Disabled
erican War Veterans.

John W. George, formerly news edi-
of the *Newark* (N. J.) *Ledger,* has joined the business staff of the *St. Louis Globe-Democrat.*

Mark A. Shields, former member of the *Spokane Daily Chronicle* staff and for several years connected with other coast papers, has been named secretary to Governor Roland Hartley of Washington.

Anders Schon, editor of Swedish news for the *Worcester* (Mass.) *Telegram,* is off duty seriously ill.

Harry Moore, until recently on the *San Antonio Evening News* staff, has become editor of Alcalde, University of Texas alumni, monthly publication, at Austin.

George Harris, news editor of the *Lima,* (O.) *Morning Star,* has just returned to his desk after two weeks vacation.

Tiffany Blake, editorial writer for the *Chicago Tribune,* recently left for a three weeks' vacation.

Thomas Wren, labor editor of the *Chicago Tribune,* was recently sworn in as a lieutenant in the United States Naval Reserve, Chicago.

Earl Wheeler of the *Minneapolis* (Minn.) *Tribune* night copy desk and Mrs. Wheeler spent the Christmas holidays with his parents in Sioux City, Ia.

A. E. McGinley is now assistant city editor of the *Winnipeg* (Man.) *Tribune.*

Dan Goodman, former automobile editor of the *Indianapolis Star,* has returned to that post and Corbin Patrick, automobile editor, has been transferred to the sports department.

Frank Hicks is now city editor of the *Lima* (O.) *Morning Star.* He was formerly managing editor of the *Logansport* (Ind.) *Morning Press* but went to the *Lima News* last July on the copy desk.

SPECIAL EDITIONS

NEWTON (Ia.) DAILY NEWS, 144-page special edition celebrating the opening of new Hotel Maytag, Dec. 18.

San Diego (Cal.) *Union,* 124-page Christmas edition, Dec. 12.

Washington (N. C.) *Daily News,* a special Christmas edition, Dec. 22.

Missoula (Mont.) *Daily Missoulian,* 92-page special agricultural edition, with rotogravure section, Dec. 19.

Anacortes (Wash.) *American,* 32-page industrial holiday edition, Dec. 16.

Salt Lake City Deseret News, Christmas News Annual, Dec. 18.

HOLDING NEW POSTS

WILL CHAMBERS, from editorial writer, *Seattle Post-Intelligencer,* to staff, *Indianapolis Times.*

James Mullen, from court reporter, *Albany* (N. Y.) *Times-Union,* to city staff, *Worcester* (Mass.) *Gazette.*

Eugene Powell, from *Louisville Courier-Journal,* to editorial staff, *Indianapolis Times.*

Lee Reynolds, from reportorial staff, *Washington* (N. C.) *Daily News* to city editor, same paper.

P. T. Little, from editorial staff, *Belleville* (Ont.) *Intelligencer* to staff, *Oshawa* (Ont.) *Daily Reformer.*

Morris Young, from *Milwaukee Journal,* to Federal building reporter, *Indianapolis Times.*

Reginald Doubt, from staff, *Oshawa* (Ont.) *Daily Reformer,* to suburban news department of the *Toronto Daily Star.*

A. R. Carman, from reporter, *Oshawa* (Ont.) *Daily Reformer* to staff, *Toronto* (Ont.) *Monetary Times.*

W. L. Toms, from staff, *Indianapolis Times,* to staff, *Indianapolis News.*

(*Continued on page* 32)

FOLKS WORTH KNOWING

RUSSEL CROUSE is conducting a new column for the *New York Evening Post,* called "Left at the Post." Jay E. House who writes "On Second Thought" for the Curtis newspapers is now on vacation and that column has temporarily been discontinued.



RUSSEL CROUSE

Mr. Crouse for more than years has been writing "This Enchanted Isle" for the Post, using the nom de plume of Mann Hatton. He joined the Post staff shortly after it was purchased by Cyrus H. K. Curtis in Jan. 1924. Prior to that he had been connected with the *New York Globe* and the *New York Mail.*

Greetings to the latest member of the New York club of "colyumists" were penned by Franklin P. Adams in the "Conning Tower" of the *New York World* of Dec. 24 under the caption: "Aged Wit, in Fine Poem, Lauds New Post Star." The "fine poem" read:

"'Tis the day before Christmas when all through the house

"Not a creature that wasn't delighted about the Evening Post's new column written by Russel Crouse."

Mr. Crouse began newspaper work on the *Cincinnati Commercial-Tribune.* He has also been connected with the *Cincinnati Post* and the *Kansas City Star.* Mrs. Crouse (Allison Smith) conducts two dramatic columns for the New York World, under the headings of "Cast and Forecast" and "In the Order of Their Appearance."

Another New Feature for Central Press Clients

We are about to begin releasing to all of our regular full service clients a daily six-column comic strip by V. E. Pazmino: "The Figgers Family." The household includes Father, Mother, pretty daughter, and lively 13-year-old son. The comic is well-drawn and the humor has the sure touch so much desired in comics of this character.

Central Press service has never offered so many bright features before. Start the New Year right by using it.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — FARRIS A. FLINT, Manager



To the 832* different publications on our books,

To all newspapers, generally,

Happy New Year

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager — Earl J. Hadley, Associate

150 Nassau Street, New York City

*Note—It was to 730 different publications that we extended greetings for 1926. For 1925 it was 622.



(*Continued from page* 31)

Leland Decker, from sports department to copydesk, *Indianapolis Star.* William P. Lindley, from assistant city editor, *Indianapolis Times,* to rewrite man, *Denver News.*

Jepson Cadou, from city hall beat to city copy desk, *Indianapolis Times,*

Gerald L. Hogan, from news editor on the *Oshawa* (Ont.) *Telegram,* to editorial staff, *Regina* (Sask.) *Leader.*

James Derby, from telegraph editor, *Logansport* (Ind.) *Morning Press* to copy desk, *Lima* (O.) *Morning Star.*

George Rutherfort, from city editor, *Lima* (O.) *Morning Star,* to copy desk, *New York Journal.*

CHANGES OF OWNERSHIP

O. H. BARBER, former editor of the *Tonasket* (Wash.) *Times,* has purchased the *Wilbur* (Wash.) *Register* from Howard Spining. Mr. Spining will go to California.

After more than sixteen years as president, treasurer and editor of the *Colville* (Wash.) *Statesman-Index,* Alonzo Melville Doty recently sold his interest to H. E. Vilwock and E. A. Sperry.

W. L. Turner has sold the *Madisonville* (Tex.) *Meteor* to J. A. Knight, editor of the *Henderson Times.* M. J. Webb takes charge of the Meteor.

W. J. Casey, for 45 years of the *Knoxville* (Ia.) *Express,* has purchased the two-thirds interest of his partner, J. M. Weaver, associated with him in the paper the last 11 years. The transfer, which involved about $30,000 becomes effective Jan. 1.

Sullivan (Ill.) *Herald,* a weekly owned and edited by I. J. Martin and established 39 years ago, was sold Dec. 21 to the *Sullivan Progress and Moultrie County News.* The Herald published its last issue on Dec. 24, 1926. It was founded by W. T. McClure.

MARRIED

FRANCIS P. DOUGLAS, city editor of the *St. Louis Globe-Democrat,* to Miss Betty Johnson in the home of the bride in Springfield, Mo., Dec. 27.

Ed Le Coq, cartoonist, *Des Moines* (Ia.) *Register-Tribune,* to Miss Edith Sedrel, in Denver, Col., Dec. 20.

ON THE MECHANICAL SIDE

HERBERT J. BLATZ, for 16 years a printer with the *Indianapolis Times,* has been named foreman of the composing room, succeeding P. A. Graffort, who recently resigned because of illness.

PRESS ASSOCIATION NOTES

LLOYD JEFFERSON GREGORY has been appointed acting Associated Press correspondent at Austin, Tex., succeeding C. B. Dickson, transferred to Dallas.

Leslie E. Claypool, of San Francisco, will replace E. L. Powell, Associated Press correspondent at Manila, P. I., effective Jan. 3. Mr. Powell is retiring from newspaper work.

Lewis B. Sebring has been named acting correspondent for the Associated Press at Buffalo, N. Y., succeeding John Hill, transferred to Buffalo.

H. P. Howard has been transferred from Pierre S. D., to the Chicago office of the Associated Press. He has been succeeded in Pierre by Glenn M. Brill.

Harold Turnblad, formerly of the San Francisco office of the Associated Press, has been transferred to Seattle, replacing Abram W. Smith, resigned.

H. R. Elkins left New York this week to open a new United Press bureau in Honolulu. He has been two years with the New York office of the U. P., and has also been connected with the *Hartford Courant* and the old *New York Herald.*

Ed Keene, general European manager of the United Press, has returned to London headquarters from an inspection trip to Rome, Milan, Florence, Genoa, Zurich, Berlin and Paris.

Pedro La Grava has been transferred from the London staff to the Madrid office of the United Press.

ASSOCIATIONS

NORTH DAKOTA PRESS ASSOCIATION will hold its convention Jan. 14 and 15 at Bismarck.

A special bus has been chartered to carry editors from Minneapolis and St. Paul, Minn., to Grand Rapids, Minn., for the convention of the NORTHERN MINNESOTA EDITORIAL ASSOCIATION which is to be held Jan. 20, 21 and 22.

WASHINGTON STATE PRESS ASSOCIATION members will meet at Kirkland, Wash, Jan. 10th.

ADVERTISING CLUB OF BOSTON (Mass.) acted as host to 1,000 children at a Christmas tree party at the Copley Plaza Hotel in Boston, Christmas Day.

H. K. Hambly was in charge of the Christmas frolic of the PITTSBURGH PRESS CLUB where children of the members were entertained. The affair was held in the club rooms and toys and candy were distributed. A buffet luncheon was served. Grafton Duvall is president.

Governor and Mrs. Gifford Pinchot of Pennsylvania will entertain at dinner at the Executive Mansion, in Harrisburg, on Jan. 5, the members of the PENNSYLVANIA LEGISLATIVE CORRESPONDENTS ASSOCIATION.

B. Arp Lowrance, field secretary of the NORTH CAROLINA PRESS ASSOCIATION, met with the publishers of the western district at Asheville recently, for the purpose of promoting the Newspaper Institute to be held by the Association at the University of North Carolina, at Chapel Hill, in January, and to announce plans for the organization of the state into districts. There will probably be eight of these districts.

BUFFALO BETTER BUSINESS BUREAU has elected these officers for 1927: President, Frank B. Baird; vice-president, Lewis G. Harriman; treasurer, J. F. Schoellkopf, Jr.; directors, Emanuel Boasberg, Edward H. Butler, Edward L. Hengerer, Albert L. Kinsey, Elliott C. McDougal, Robert W. Pomeroy, J. F. Schoellkopf, Jr., and James E. Wilson.

OREGON NEWSPAPER CONFERENCE has selected a book entitled, "Education and the State" by the late Dr. P. L. Campbell, president of the University of Oregon, to be the first volume published by the John Henry Nash fine arts press. The press was established last March by the Oregon Newspaper conference for the purpose of promoting artistic printing and is made possible by contributions from Oregon newspapers.

Members of the PEORIA (Ill.) AD CLUB were "newsies" the afternoon of Dec. 22, selling papers in a snowstorm for benefit of the Empty Stocking fund of the *Peoria Star,* the *Journal's* Red Stocking fund and the *Transcript's* Goodfellow club. Rivalry between the two afternoon newsies forces raised nearly $200 for the charities funds.

PRINTER APPRENTICES OF INDIANAPOLIS, an organization under the jurisdiction of Typographical Union No. 1, have elected their new officers as follows: Walter Streit, president; Pierce E. Cummings, vice-president; Harry S. Snyder, secretary, and William McClellan, treasurer.

SCHOOLS

A NEW course in the business management of newspapers will be added to the curriculum of the journalism department at Rutgers University, it has been announced by Professor Allen S. Will, head of the department. The course will be elective, and will include six hours a week in the junior and senior years. Business management and newspaper circulation methods will be studied in the junior year, while the senior year will be given over to the writing and development of advertising.

The *Parthenon,* student publication at Marshall College, Huntington, was selected by the West Virginia Intercollegiate Press Association meeting at Montgomery this week as the best college paper in the state. J. R. Haworth, of the *Huntington Advertiser* reportorial staff, was instructor of the class in Journalism at Marshall College and supervised publication of the Parthenon in addition to his newspaper work.

The *Daily Maroon,* student newspaper at the University of Chicago, recently published a sixty-page special edition, with rotogravure and magazine sections. Among the contributors were Christopher Morley, novelist; Nicholas Longworth, speaker of the House; Senator Arthur R. Robinson, of Indiana; President Max Mason of the University of Chicago, and Eddie Cantor, stage and screen comedian. Mrs. Coolidge and Premier Mussolini and the Prince of Wales had been invited to contribute, but sent their regrets. The editorial end of the paper was managed by Walter Williams of Chicago, editor, and the business end by Milton Kreines of Ogden, Utah, student business manager.

NEW PUBLICATIONS

WITH W. K. Barrett, former owner and editor of the *Van Nuys* (Cal.) *Daily Leader,* as owner and editor of the *Verduga City* (Cal.) *Tribune,* a tabloid weekly, made its first appearance on Dec. 14. Beth A. Barrett is business manager.

Panhandle (Tex.) *News,* with W. J. Miller in charge, is a new weekly.

AD STAFF TO MEET

The semi-annual meeting of the advertising departments of the *Chicago Tribune* will be held Monday and Tuesday, Jan. 3-4. Representatives will be gathered from all over the United States. Monday the usual departmental meetings will be held in the Tribune Tower while Tuesday's gathering will be at the Drake Hotel. A banquet at the Drake Tuesday evening will conclude the program.

FLASHES

Much that passes for "personality" was formerly known as "gall."—*Florence* (Ala.) *Herald.*

The divorce mills have to manufacture their product from some very raw material.—*Norfolk Virginian-Pilot.*

Yes, one of the poorest ways to get out of an automobile is through the windshield.—*Boston Globe.*

It seems the Texas co-ed bandit stuck because she had a husband to support. That ought to be good for a pardon from "Ma" Ferguson.—*Chicago News.*

Election news in the future may state that the candidate carried the State by so many dollars instead of votes.—*Wall Street Journal.*

Siam is rejoicing over the birth of a brand-new white elephant, which is considered a divine indorsement of the present king's administration. Siam is luckier than our G. O. P., which has to keep whitewashing the same old elephant.—*Chicago Tribune.*

A cynic says that double jeopardy, which we hear so much of nowadays, is when your doctor calls in a consulting physician.—*Detroit News.*

If we now had a law making it treason to be a Democrat we should have a one-party country on the Mussolini model.—*Springfield Republican.*

Modern educational process has greatly simplified the three R's—from readin' 'riting and 'rithmetic to rah, rah, rah.—*Tampa Tribune.*

Man: An animal with sufficient intelligence to defend his meanness.—*Florence* (Ala.) *Herald.*

KANGO!

Wishes

A Happy New Year To All



KANGO is entering the New Year by leaps and bounds, carrying circulation on to record figures in 1927.

LET KANGO LEAP FOR YOU!

Write us for details.

The Marel Toy Producing Company

(Makers of Joytown Toys)

122 Fifth Avenue **New York**

Composed on the Intertype
in Intertype Garamond
and Cloister Bold



. . . . . Ask Your Machinist!

YOUR own mechanical expert probably knows a good deal about the Intertype composing machine. He has doubtless either worked on Intertypes himself, or seen them in operation, or talked with other machinists who know all about them.

But whether or not he is already familiar with Intertypes, *your own expert will endorse them if given an opportunity to find out all the facts.* It has happened time and time again.

CALL IN your man who knows machinery and tell him to write for Intertype literature. Tell him to take time off and visit a few plants where they are using Intertypes. Let him hear the Intertype salesman's story. Then ask for HIS opinion of the Intertype.

Intertype has many features which appeal to the initiated — features which save time, prevent interruptions, reduce costs.....*Let your own expert explain these features to you.*

INVESTIGATE THE INTERTYPE

Standardized

INTERTYPE

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Bldg.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 S. Main St.; *Boston* 80 Federal St. *London* Intertype Ltd.; *Berlin* Intertype Setzmaschinen, g.m.b.h.

NOVEL METHOD USED TO INTRODUCE AMERICAN COMIC IN CHILEAN CITY

"Jiggs" Promoted as "Don Fausto" Relative of Mythical Don Lucas Gomez to Overcome National Antipathy to American Humor—Huge Gift Lottery Held

By DAVID WORRALL

THE first successful introduction of an American comic strip into a South American country makes an entertaining newspaper story and explains somewhat why so many American "funnies" have succeeded in other countries.

Most humor is not regarded as international and there does not seem one reason in the world why the people of South America should accept as a local character such a distinctly North American character as ex-bricklayer Jiggs. Yet, because of the clever way he was introduced, Mr. Jiggs became a riot in Chile and the paper which "put him over" made a killing with him. The newspaper trebled its circulation solely because of the introduction of the American comic strip; it made more net profit in one year than its entire capital, sent its rival newspaper into bankruptcy and created a wave of enthusiasm and amusement throughout Chile.

"Bringing up Father" was the first American comic to be introduced into South America and its prevailing theme is so utterly alien to the ideas of Spanish people that it did not seem to have the least chance of success.

Every nation of Spanish origin insists on the dominance of the male and a man who would stay with a wife who ruled him would be held up to ridicule and shame to a far greater extent than in any English speaking country. How then could any South American feel amusement at a feature that held a man up to ridicule because of the tyranny of his wife, and how was it possible to feel any sympathy for him?

The feature was first introduced in Buenos Aires and a little later, about two years ago, in Santiago, the capital of Chile. In both instances nearly a year passed before the comic established any pulling power. When it was introduced in Santiago the staff of tiny *El Mercurio* down in Antofogasta, thought the Santiago newspaper was crazy. When the managing editor of their own paper announced that he had been offered it at a very cheap rate he was inundated with hostile criticisms. He made the announcement at 1 A. M. at the usual meagre newspaper office supper of coffee and sandwiches when the work of the evening had been done.

The scene in that office is best described by Garcia Pelaez, then foreign editor of El Mercurio.

"Poor Mr. Jiggs at once received a lot of sarcastic remarks and jokes on the ground that he was an unfortunate fellow without adequate energy to deal with his wife. They said he did not deserve the least attention. Somebody said that Jiggs and his wife were a shame to the male portion of the human race and that the Spanish speaking readers never could give their support to a newspaper pointing daily jokes hurting the male dignity and respectability so traditional and so strong in Chile. Another said that the success of the Jiggs family in the United States was due to the reason that North Americans were more accustomed to being dominated and controlled by their wives. Furthermore somebody else commented that Mr. Jiggs had all the disadvantages of the unfair sex but not its virile virtues while Mrs. Jiggs belonged only theoretically to the fair sex being really unfair in all the possible meanings of this word.

"But I said, 'be patient. Perhaps Mr. Jiggs may pay us good dividends. Let me show you that perhaps if we use North American methods of advertising we can cause this North American personage to provide us with more adequate suppers when we meet after our work is done.

"'Let me do this. It will mean a heavy additional task for me but I am not going to ask for an increase in salary but an increase in the volume of the meagre suppers that we receive every day from the newspaper, and for more frequent sandwich and wine that to-day we have only in the big days of the year.'

"So, naturally, they listened to me.

"'Give me a full page every day,' I said, 'and I will give you something worth while.'

"The managing editor took interest in the question and asked for a full report on the matter.

"As was in the old days with the egg of Cristobal Colon, the discoverer of America, the idea was as simple as it was adequate to the psychology of the South American people.

"In Chile there is a legendary figure known as Don Lucas Gomez who receives attention in stories, dramas and popular fables, besides many many jokes. He was a poor country man who came to town bearing a basket of gifts for his rich relatives but they were ashamed of him and 'high-hatted' him.

"Also in Chile everyone is crazy about lotteries; for instance at Christmas every person who can afford it takes a ticket in the Argentine government lottery of one million pesos.

"So I wished to link Mr. Jiggs with these two ideas. First of all I wrote two introductory articles saying that very soon would arrive in Antofogasta a new and wealthy personage who, however, was an old and intimate friend of Don Lucas. This newcomer, whose name was Don Fausto, was a hick from the country and, just like Don Lucas, would bring gifts in a basket. These gifts would be for his friends, the readers of 'El Mercurio.' However, Don Fausto could not bring with him from the country butter and eggs, chickens and pot pies, etc., as countrymen used to do, because his wife, Donna Crisanta, as a 'new rich' thought those things inadequate to their new social aspirations, and for that reason Don Fausto would buy in the famous and honest house of exchange of my brother twenty gold pieces of five dollars to be hung on the chains of the watches of his friends, the readers of El Mercurio, for which purpose they were very adequate; ten tickets for the Christmas draw of one million pesos of the National lottery to be bought in the fortunate house of a local agent; one typewriter machine of a renowned North American trademark, the best in the world; one camera of the famous concern of ————; one set of radio receivers; one dozen of women's hats; two dozen shoes, two dozen of popular trousers; a fat calf to be sacrificed for Christmas; ten cases of wine, and many other things.

"All these things were got free from the local merchants in exchange for mentioning their names every day in the daily articles about Mr. Jiggs and the big draw of gifts that he would give at Christmas to every reader that wished to cut a coupon printed on the same page and exchanged five coupons for one ticket for that big Christmas draw.

"During ninety days in addition to the articles written daily about the draw the newspaper's humorous writer wrote stories about Mr. Jiggs, his past relations with his wife, his friendship with Don Lucas, and so on. Since it was necessary to explain why he still lived with such a wife I invented a story about this matter. I explained that they had been very poor and that Mr. Jiggs had had to work very hard until Mrs. Jiggs inherited a fortune of four million dollars from her Uncle in Australia. Naturally he did not wish to go back to hard work and thus bore patiently with the tantrums of his wife.

"Immediately the people of Antofogasta became strong for Mr. Jiggs, who was so generous with his gifts. They also thought it was an admirable and Chilean characteristic of Mr. Jiggs that he looked so much at the pretty girls and for that they thought he was a manly fellow even if he did stay with his terrible wife."

The thing succeeded beyond all belief. The circulation of the newspaper jumped from 5,500 to 10,500 in three months and in nine months more to 17,500, a remarkable figure for a South American town of 60,000 people. Not only that, but to this day the circulation stays somewhere around 15,000.

And, as Garcia naively says, "what was more pleasant to the staff of El Mercurio was that a few months later, because of the popularity of Mr. Jiggs, the other morning paper went into bankruptcy, leaving them without competition."

Coupons poured in from everywhere and a staff of clerks had to be kept to count them and answer the letters. About one million coupons were exchanged for 200,000 tickets in the lottery and the people became so excited about "Don Fausto" that the thing attained national prominence. When the lottery was drawn there was an attendance of 3,000 people.

Every comic strip meant work for Garcia. Often the words were no use and had to be thrown over for something new. "For, as you know," Garcia says, "sometimes the jokes of Mr. Jiggs are very sad jokes and we had to invent others."

The staff of El Mercurio got its due reward. As Garcia had promised, the suppers provided by the newspaper immediately became "more adequate." They had wine and ham every night for supper. Their friends who dropped in to chat after the rush of work was over, stayed and participated. Theatrical stars, especially the more attractive ladies, were invited to eat and to sing and the suppers in the reporters' room of the newspaper became famous. Anyone awake at one a. m. began to make a point of dropping in for supper and these Bohemian pastimes in the little newspaper often lasted until six a. m.

One of the reasons for the popularity of these suppers was that the good things were ordered by the managing editor, who had been elected by the staff to this honorable position. "He was a gourmet," says Garcia, "and naturally he was very well informed about the best things to eat. Also the Chilean wines are very good indeed and naturally he was very well informed about these."

"Don Fausto" was always toasted at these suppers, and especially at the big suppers held twice a year in his honor. It was profits from "Don Fausto" that painted the building and installed new improvements, raised every good man's salary, and finally, provided enough to give Garcia, the planner of the stunt, a trip to study the country from which "Don Fausto" originated.

A. N. A. COMMITTEE TO MEET

Executive Body Plan to Widen Scope of Business Papers Group

Plans to widen the scope of the business papers committee of the Association of National Advertisers will be formulated at the next meeting of the executive committee to be held in New York Jan. 13. A. N. A. intends to pay more attention to all phases of industrial advertising than it has in the past, it was announced this week at headquarters.

Headquarters office also announced the reappointment of Verne Burnett, General Motors Corporation, as chairman of the newspaper committee, and W. Russel Green, Charles Hires Company, Philadelphia, as chairman of the substitution committee.

JOINS NATION'S BUSINESS

Stanley W. Bogert, for the past few years in charge of the business section of the *Philadelphia Public Ledger* has joined the *Nation's Business.*

GIRL WINS LIBEL ACTION

A jury in supreme court at Buffalo N. Y., awarded Miss Victoria Strzep $4,000 in her libel action against the *Polish Daily News* of that city. Suit was filed for $15,000.

HEADS SPRINGFIELD TYPOS

Charles P. Hughes, of *Springfield* (Mass.) *Daily News,* has been elected president of Springfield Typographical Union, No. 216. A practically complete change of officers was made, those retiring having been virtually all employes of *Springfield Union,* while the incoming administration is made up of employes of *Springfield Daily News and Republican,* all members of the combined Springfield newspapers.

Ludlow Slugs Stand Up Under Dry Mat Pressure

AN enthusiastic Ludlow user recently wrote: "We use the dry mat process for stereotyping and have had excellent results from that department because Ludlow slugs stand up under dry mat pressure.

"One box head, 8-columns wide set in 48-point, slugs for which were used on our Market and Financial Page in every issue of our paper for eleven months and seventeen days, withstood dry mat pressure without a make-over."

Ludlow-equipped users of dry mats know from experience that Ludlow slugs do stand up under dry mat rolling-in machine pressure.

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago

Boston: Harbor Bldg., 470 Atlantic Ave. Atlanta: Palmer Bldg., 41 Marietta St.
New York: World Bldg., 63 Park Row San Francisco Hearst Bldg., 5 Third St.

LUDLOW QUALITY SLUG COMPOSITION

Unusual in newspaper field

to find competitors cooperating this way—to sell your goods

This Association is composed of 28 leading Iowa daily newspapers.

Combined circulation 571,151
Families in Iowa 550,000

Read below of merchandising help given by each of these individual publications.

HERE is the way to blanket Iowa most effectively—with the favorite reading material of Iowa people—their own daily newspapers.

Of course other publications are read in Iowa. Some people read one and some read another.

But no matter what else they read, the common denominator of *all* people in this great market is the daily newspaper.

The same paper is read by the progressive Iowa farmer and by his city neighbor. For they really are neighbors these days.

The automobile has placed the average Iowa farmer within a few minutes' ride of his shopping district. Closer in point of time than are many dwellers in large cities and their suburbs.

UNIFORM MERCHANDISING HELP

The following definite help is pledged by each of these newspapers in connection with any campaign using 5,000 lines or more.

1. Make a study of local market and trade territory, as pertains to *your* specific product.
2. Supply complete and accurate list of retailers, in the newspaper's city and surrounding territory.
3. Introduce your salesmen to a number of big retailers. Advise you as to relative sales standing of competing products.
4. Urge retailers to feature displays of nationally advertised products. Furnish you with names of stores that will make use of window displays.
5. Make market investigation for prospective advertisers. (Identity to be made known first.)
6. Urge local retailers to mention your products in their own advertisements.
7. Send, on receipt of contract, a multigraphed letter to list of retailers in the territory, telling of the campaign.



Deal with this group as with one publication, if you wish. One order, one plate, one billing. *For further information, write to address below.*

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal
Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

WITH THE GENERAL ADVERTISERS

Sunday Newspaper Space Being Used to Sell Skates—Graybar Electric Company Celebrates First Birthday—Ice Cream Drive Started on Pacific Coast

FULL page and half-page advertisements in Sunday newspapers and comic sections in northern sections are being used by the Nestor Johnson Manufacturing Company, manufacturers of Nestor Johnson North Star Skates. This advertising started in December and will continue through January and February where skating is good. The account is placed by the Chicago office of the William H. Rankin Company.

The Graybar Electric Company celebrated its first birthday under its new name with a luncheon at the Hotel Commodore, New York, Dec. 29. It was formerly the supply department of the Western Electric Company. Albert L. Salt, president, was the chief speaker. Advertising over more than half a century was responsible for the success of the old name, he said, and an even more intensive advertising campaign is helping to transfer the good will to the new. The 1926 advertising budget is more than $1,000,000. About 35 per cent of the advertising expenditure is in newspapers in the 57 cities where the company maintains distributing houses.

An aggregate of $100,000 will be placed in an advertising fund as part of a three-year program for promoting the sale of ice cream by the leading ice cream manufacturers of California, according to K. L. Carver, general manager of the Crescent Creamery Company, and a director of the national research council of the ice cream industry.

To date manufacturers with a combined annual output of 1,000,000 gallons have joined the group that will engage in the advertising program and other big concerns are joining.

The California campaign will be a part of a national drive sponsored by the research council.

Stephen W. Petacci has joined the South Bend Lathe Works of South Bend, Ind. as advertising and sales promotion manager. Petacci was formerly connected with Sweet & Phelps, Inc., Chicago advertising agency, as vice-president in charge of production.

C. C. Agate, formerly advertising manager of the Manhattan Electrical Supply Company, has been appointed managing director of the Window Display Advertising Association. He will be the association's first paid executive head. The appointment was made by Lee H. Bristol, advertising manager of the Bristol-Meyers Company, and president of the W.D.A.A.

Thomas J. Lipton, Inc., held its annual sales convention in Hoboken, N. J., on Thursday this week. Speakers included William H. Rankin, T. A. Ballantyne, and H. R. Schaeffer of the William H. Rankin Company, New York advertising agency handling the account. Plans for 1927 advertising were discussed. Newspapers will continue to form the backbone of the tea company's sales drive.

Two national advertisers appropriately marked Christmas with Christmas checks. About 200 employes of the Boston Varnish Company, manufacturers of the Kyanize varnishes and enamels, received bonus checks totaling $25,000 at a Christmas tree party the day before Christmas at which time they were addressed by J. B. Lord, president of the concern who said 1926 marked the best year in the history of the concern. Employes of Bird & Son of East Walpole, Mass., makers of roofings and floorings, received a five per cent bonus totaling $175,000.

The Grennan Cake Corp., which formerly had its headquarters in Detroit, has consolidated with the Purity Bakeries, with offices at 844 Rush street, Chicago, where Henry Marsh of the Grennan Cake Corporation will make his headquarters.

Shredded Wheat Company is placing its new newspaper schedule through the Frank Presbrey Company, Inc., New York. The copy is for 91 lines to run 71 times.

Copy is being placed in southern and Pacific Coast newspapers for Ironized Yeast, by the Steuerman Agency, New York.

Deane M. Linton has returned as advertising manager and merchandising counsel of the O-Cedar Corporation, Chicago. Until recently he has been with the Geyer Company, Dayton (O.) agency. He resigned from O-Cedar in 1922 after 10 years association.

INVESTIGATING ALLEGED HOAX

Charge Made by Coast Guard Chief of Faking "Rum Row" Picture

Investigations are being made by the *New York Daily News* in connection with an alleged "faked" picture published in that tabloid and distributed by P. & A. Photos, Inc., which purported to show a scene of rum-runners aboard a ship unloading Christmas liquors for New York City.

Roy C. Holliss, of the Daily News, informed EDITOR & PUBLISHER that the affair was being thoroughly investigated and promised a statement for next week.

The charge that the picture was a fake, staged at Raritan Bay, was first made in Washington, D. C., by Rear Admiral Frank C. Billard, Commandant of the Coast Guard. He insisted that "Rum Row" no longer existed.

FIGHTING FRAUD ADS

Investment Bankers Launching Drive Through 800 Member Houses

The Investment Bankers Association had launched a campaign against deception in the advertising of securities. Through the 800 investment houses in its membership, the association has worked out a nationwide system whereby members who offend against banking ethics are first warned and then, if their practices are not corrected, are expelled from the association.

The association for years has had a Business Conduct Committee before which complaints concerning advertising, the purchase or sale of securities and similar matters were laid.

NORTHWEST PAPERS ELECT

Members of the Pacific Northwest Newspaper Association have re-elected J. F. Young, *Spokane* (Wash.) *Spokesman-Review*, as president. F. J. Burd, *Vancouver* (B. C.) *Province* is vice-president, and S. R. Winch, *Portland Oregon Journal*, treasurer.

If Quality

of circulation is your first consideration

The Evening Star

With Sunday Morning Editions

Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

N. Y. Office—110 E. 42nd St.
Dan A. Carroll

Chicago Office—Tower Building
J. E. Lutz

Baltimore American

The Baltimore Sunday American

The family paper—children cry for the funnies—men look for the news and editorials—and women demand it for the shopping news.

173,132

average net paid circulation

MICHIGAN

is growing faster than any State in the Union.

Its increase in manufacturing products surpasses anything in the world.

BOOTH NEWSPAPERS

cover Michigan outside of Detroit—Eight principal cities with the only or leading Newspaper in its respective community.

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN
50 East 42nd St.
New York City

J. E. LUTZ
Tower Building
Chicago, Ill.

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD—EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

Advertising our service from A to Z

370

PROGRESSIVE NEWSPAPERS

now use our Complete Checking Proof Service as a simple and practical solution to their checking proof problems. .....

The following is our "L" list of satisfied subscribers:

La Crosse, Wis.—Tribune
Lafayette, Ind.—Cour-Jrl.
Lansing, Mich.—St. Jrl.
Lancaster, Pa.—Intelligencer
Lancaster, Pa.—News-Jrl.
Lancaster, O.—Daily Gazette
Lawrence, Mass.—Eagle
Lawrence, Mass.—Tribune
Lexington, Ky.—Leader
Lexington, Ky.—Herald
Lewiston, Me.—Journal
Lewiston, Me.—Sun
Lincoln, Neb.—Journal
Lincoln, Neb.—Star
Little Rock, Ark.—Daily News
Little Rock, Ark.—Gazette
Logansport, Ind.—Pharos-Tr.
Long Beach, Cal.—Press
Louisville, Ky.—Herald-Post
Louisville, Ky.—Courier-Jrl.
Louisville, Ky.—Times.
Lowell, Mass.—Courier-Cit.
Lowell, Mass.—Leader
Lowell, Mass.—Sun
Lubbock, Tex.—Avalanche
Lubbock, Tex.—Journal

PROGRESS REPORT:

During the past week we have had the pleasure of starting our two months' trial test demonstration on the following publications:

Hannibal, Mo.—Cour.-Post
Joplin, Mo.—Globe
Joplin, Mo.—News-Herald
Springfield, Ill.—St. Jrl.
Topeka, Kan.—Capital

The Advertising CHECKING BUREAU *Inc*

538 So. Clark St. CHICAGO

79 Madison Ave. NEW YORK

NOW, more than ever

before, newspaper-making requires machinery that is swift, certain, automatic and economical.

Better than ever before, the AUTOPLATE is serving publishers because---

The new AUTOPLATE series offers a variety of machines, each embodying the successful principles underlying the Autoplate inventions. Having varying capacities for production, they meet with greater exactitude each publisher's individual requirements.

There is an AUTOPLATE MACHINE
that will exactly fit your requirements.

WOOD NEWSPAPER MACHINERY CORPORATION
501 Fifth Avenue, New York

BUILDING NEWSPAPER CIRCULATION

Introducing Carrier Boys to Prospective Subscribers—Country Correspondents as Subscription-Getters—Christmas Parties for Newsboys

BELIEVING that the carrier boys are the logical subscription solicitors for the newspaper the *Long Beach* (Cal.) *Press-Telegram* is encouraging them in doing this work in their respective territories.

Recognizing the boys' inability readily to present a lucid sales talk like a veteran subscription representative, the circulation department has furnished them with form letters and subscription blanks to hand householders. The boy explains that he will call back in a couple of days for the card, and he is then on his way, leaving the letter to effect a sale.

The letter is largely an appeal to the householders' interest in the boy movement, and, because it is readily adaptable to the use of other newspapers is reprinted in full herewith.

"Greetings—This letter and card introduces the Press-Telegram carrier on your route, who desires opportunity for an interview that he may tell you about this Long Beach newspaper, hoping that you may give him the privilege of entering your name on the subscription list. Please do not destroy the card as the carrier boy will call for it.

"You will find this young lad a gentleman. The probability is that he is a member of the Boy Scouts, or the Y. M. C. A., or some similar organization in which his parents are interested; for the Boy Conservation movement is strong in Long Beach, and has many active supporters in business circles as well as social, civic and religious walks of life. In this great work the Press-Telegram is glad to be a co-operating agency. The publishers recognize the boy of today as the citizen of tomorrow. The better the boy, the better the citizen.

"To instill ambition and loyalty, and to encourage habits of industry are purposes actuating Press-Telegram policies toward its juvenile employes. The experience gained in this canvass of his district is invaluable to the young man who hands you the accompanying card. Whether or not you care to subscribe, will you not grant him a few minutes' time that he may tell you about the newspaper he represents?

"The Press-Telegram is published every week-day afternoon and Sunday morning. For the daily edition, full Associated Press and United Press services are received, including complete market reports. Other syndicated and special dispatches and features include the Consolidated Press, International News, United News, and daily and weekly articles from leading writers of America and Europe. A careful, comparative inspection of the Press-Telegram is invited. You also will be given a cordial welcome at the Press-Telegram building during any business day, if you are interested in the processes and machinery which comprise and operate a modern publishing plant.

"The constant aim of the Press-Telegram is fully to serve its field and every legitimate interest therein, with primary consideration for the public good.

"The carrier, who will call again within a few days, will be glad to answer any inquiries.

"Respectfully yours,

"PRESS-TELEGRAM PUB. CO."

A three-color card was enclosed with the letter. On one side was a drawing depicting a boy crying the Press-Telegram, while on the reverse was an order blank, and in one corner the number of the carrier route. Space was also provided for carrier's name beneath the drawing.

"Country correspondence has proved its worth; it is the greatest subscription builder of them all," states a recent bulletin of the North Dakota Press Association. "It has a contest or premium campaign beat 40 ways, costs less and the benefits are more lasting."

The Bulletin points out that most newspapers pay rural representatives three cents to five cents an inch, according to the quality of the matter sent in. Liberal commissions are also paid for want ads, printing orders and subscriptions.

"The papers in North Dakota that are considered best from the standpoint of service to their readers are the papers running a large volume of rural news," the Bulletin adds. "A little attention paid to correspondents is a good investment."

Newspapers in many sections gave Christmas parties to newsboys this year continuing long standing customs. Nearly 1,000 newsboys employed by the *Worcester* (Mass.) *Telegram* were presented with $2 bills by the paper on Christmas eve. Eighty-five carriers of the *Decatur* (Ill.) *Review* were guests of the paper at a Christmas tree and theatre party. Theodore B. Baylies, manager, presented gifts to more than 1,000 newsies who distribute the *New Bedford* (Mass). *Standard and Mercury*. Harold H. Sloan, circulation manager, and James T. Kelly, assistant of the Worcester (Mass.) Post had charge of that paper's Christmas party held Dec. 22.

The *Chicago Herald and Examiner* and Lubliner & Trinz theaters are conducting a contest to select Chicagoans with screen ambitions for parts in a feature-length picture, "A Chicago Boy", to be filmed on the streets of Chicago and in the city's theaters. The cast includes parts for babies, boys and girls, juvenile leads and the older folks.

A thousand dollars in cash prizes will be awarded the winners, in addition to the chance of getting started in motion pictures. The winners will be given screen tests and a course in acting and dramatic expression. The male and female leads will receive $200 each. The rest of the prizes will be awarded according to the amount of acting done by the characters and their relative importance in the cast.

The *Booster*, published for its carriers by the circulation department of the *Harrisburg* (Pa.) *Telegraph*, prints a number of good circulation wisecracks in its current issue. Among them:

"The only thing that should be behind time on your route is the back of your watch."

"A carrier who thinks he is a big gun finds out how little he is when he is fired."

"It is all right to have 'misses' on your route, but for goodness sakes talk to them after you're through delivering your papers."

Robert C. Gohl is circulation manager of the Telegraph.

DAILY COMPLETES SURVEYS

The *Kansas City-Journal Post* merchandising and promotion department has completed an exhaustive survey of the local tobacco market, including data on cigars, cigarettes and smoking tobacco. The survey includes retail as well as consumer information. The consumer report gives the brand preference of Kansas City business men. A survey covering the candy bar market was issued a short time ago covering approximately 300 retail calls distributed among the various types of outlets.

PREACHING NEWSPAPER SPACE

The *Albia* (Ia.) *Union-Republican*, semi-weekly, is running a series of articles titled "Newspaper Advertising" written by J. W. Craig, advertising manager.

DAILY IS FORECASTING "RADIO WEATHER"

Milwaukee Journal Telling Fans from What Points Reception Will Be Good or Bad—Weather Man Co-operating

For the benefit of radio fans the *Milwaukee Journal* is daily publishing radio weather forecasts in connection with its regular weather forecast column to indicate from what areas radio reception will be best.

An attempt was made by the Journal to have the weather bureau of Milwaukee predict radio reception as it does weather, but the chief of the bureau frowned on radio forecasting as too uncertain.

However, the Milwaukee meteorologist, W. P. Stewart, is interested in radio forecasting and is co-operating with the Journal in its new undertaking.

Typical reports read as follows:

"Good volume and distance to the east Monday night; poor distance and probably fading to the south; probably poor distance west and southwest, Reception uncertain Thursday night; probably poor distance with static and fading."

The forecast is made each day by R. G. Lynch, a member of the Journal editorial staff, and is based on a system worked out by Eugene Van Cleef of Ohio State University. The weather bureau supplies a map of high and low barometric pressure areas based on observations made at seven o'clock each morning.

The radio forecast is prepared from this, with the bureau's weather forecast as a guide to probable movement of the pressure areas. One difficulty is that, between seven A. M. and seven P. M., the areas which are believed to govern radio reception move on average about three hundred to three hundred fifty miles. This difficulty is surmounted, in part, by getting barometer readings at noon and correcting the forecast for the later editions, if any change in the estimated speed and direction of pressure areas is indicated by the mid-day readings.

The radio forecaster keeps a file of the weather charts, with forecast and results noted on the reverse, for future guidance.

NEWS MAN'S NARROW ESCAPE IN CHINA

Dailey of Chicago Tribune's Far East Service Is Wounded by Sentry, and Nearly Drowned in Day's Work

Charles Dailey, chief of the *Chicago Tribune's* Far Eastern news service had two narrow escapes from death recently in one day, his friends in Chicago have learned. Entering Wuchang near the end of the forty-day siege which that Chinese city suffered he was close at hand when the thousands of noncombatants were allowed to evacuate. This process was undertaken by several Red Cross boats which docked at the main gates of the city. When the gates were thrown open some 50,000 persons crushed towards them and numbers were crowded into the river when there was no longer room for them on board.

Escaping being drowned when he was picked up in the swell of humanity and carried outside the gates to the water's edge Mr. Dailey later was making the rounds of the American mission buildings when he was fired upon by a sentry who wounded him in the foot and then put him under arrest. Undaunted, when released, he limped to the nearest mission only to find himself under machine gun fire because the building had been taken by troops. And to cap the climax of an eventful day while he was returning to Hankow across the river, to file his story, the junk on which he was riding collided with two others and he barely missed being thrown into the turbulent Yangtze river.

Wanted:
SYNDICATE SALESMAN

We are prepared to make an attractive proposition to a successful experienced salesman. We offer:

1. **A substantial salary (We have found men who can earn good-sized salaries are really cheapest for us).**
2. **All reasonable expenses.**
3. **A permanent cumulative commission on all sales made, to be paid as long as the features stay sold and the man remains with us.**
4. **A chance for advancement, and investment, if desired.**

ASSOCIATED EDITORS, Inc.
440 S. Dearborn St. • • • Chicago

DAILY PAPERS FROM OTHER CITIES
HOTALING'S NEWS STAND
BROADWAY AND 43RD ST.
NORTH END THE TIMES BUILDING

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway . . . Here is a mammoth news stand which sells newspapers from every city in the world. . . Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."
—*Boston Transcript, Oct. 29, 1921.*

HOTALING'S NEWS AGENCY, 308 WEST 40th STREET, NEW YORK

Food *for* Thought

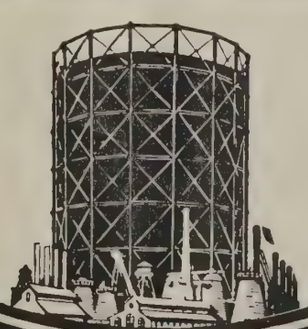
An independent engineering organization recently made a survey of fuel costs in the plant of a nationally-known company that had changed over to gas, for a large part of of its production eighteen months previously. The following quotations, taken directly from the engineer's report, show some of the advantages effected in this plant through the use of gas:

"Cost reduced 28%"
"Annual saving $3,676.32"
"Net yearly return of 102% on investment"
"Gas more dependable"
"Faster heating"
"More accurate temperature control"

Here indeed is food for thought. Perhaps right now you are wondering what gas would do in *your* plant. Our interesting book, "Gas—The Ideal Factory Fuel" will prove helpful to you. Why don't you send for your copy now?

American Gas Association
342 Madison Avenue, New York City

YOU CAN DO IT BETTER WITH GAS



HOW FIGHTING DAILY WON OVER AD BOYCOTT

(*Continued from page 7*)

dependent's paid subscribers quadrupled in number and merchants who were not members of the association rallied to it with their advertising. Many of these advertisers seemed anxious to aid the new daily and others were taking advantage of the furore that it was creating in the community, but all of them agreed that they got their money's worth from the results.

Meanwhile the paper covered its local news field fully and employed good wire and feature services.

Besides its campaign for betterment of conditions at the University the Independent waged editorial warfare against graft in the municipal and county administrations and was directly responsible for an entire new board of county supervisors being elected recently. In due time active support of the Railroad Brotherhood organizations in Tucson, which is a railroad center, was obtained and inasmuch as the railroad men and their families here number more than 5,000 and their purchasing power is a potent weapon, things were getting warm for the Merchants' Association. Then, too, organized labor which had found the Independent as willing to fight for it as for the employers, were beginning to eye the association askance. Add to these the majority of the University element, including students, faculty members and their families, and it began to look better for the Independent all the time. Many of these subscribers actually purchased ing at least one share of stock in the paper to demonstrate their interest and support.

On Jan. 11, 1926, the Independent went from an eight-page tabloid to a regulation four-page daily. Several months later, April 1, 1926, it became an afternoon paper.

The Marvin campaign had continued apace. A committee was appointed by the Tucson Ministerial Association to investigate Dr. Marvin's administration and as a result of its report the ministerial association, in March, 1926, formally demanded of the University board of regents an investigation into Marvin's administration. The ministers later demanded the University president's dismissal on the following charges: "That he has broken down the morale of the University of Arizona through gross disloyalty to his associates on the faculty, through the discrediting to the extent of seriously damaging their professional reputation members of the faculty who have displeased him, through the losing of the confidence of the students and of many people in the Community and State and so weakening the influence of the University."

No action was taken by the regents, however, until the ministerial association's formal charges forced such a hearing. The Independent had asserted that Marvin's unquestioned power lay deeper than in the protection accorded him by the Tucson Merchants' Association, alleging that he had ingratiated himself with the powerful copper companies which pay more than half the taxes of the State of Arizona. The truth of this contention was clearly demonstrated when E. E. Ellinwood, wealthy corporation lawyer, and chief counsel for the leading copper interests, reluctantly issued a call, in his capacity as president of the University board of regents, for a meeting of that body in Tucson to investigate the charges against President Marvin.

This trial of the accused University president was held by the regents at the university during May and June, 1926. Three days were required to hear all the witnesses who presented themselves to testify against Dr. Marvin, including many prominent members of his faculty and student body and leading members of the medical profession. Five days were then allowed Marvin in which to present his defense, after which the board adjourned to consider the evidence, announcing that its verdict would be rendered at its next meeting, on July 17.

During the interim the pro-Marvinites, led by prominent members of the Tucson Merchants' Association engaged in a most singular and flagrant attempt to influence the regents to acquit Marvin of the charges regardless of the evidence adduced at the investigation. Resolutions of "exoneration" and faith in him were engineered through every civic organization in the city with the notable exceptions of two, the Kiwanis and the Tucson Civic Club. The Kiwanians refused to have the matter discussed before them at all, while the Civic Club was moved to request of the regents that, both in justice to Dr. Marvin and the University, the case be decided strictly according to the evidence.

For this eminently fair resolution the Civic Club was denounced as a tool of the Independent, which, had it been true, would have been quite a compliment to that paper. And as this campaign of "public exoneration" proceeded the Independent followed each move, inexorably exposing one particular group of men who had instigated and engineered each "resolution of exoneration and faith"—always that same group, members of the Tucson Merchants' Association. And when the public was informed by its contemporaries of similar resolutions passed by luncheon clubs in other cities of the state, the Independent duly pulled the covers off the same little group.

This sort of thing was carried on to the very minute of the regents' meeting on July 17, and when the board announced shortly after noon that it had decided by a vote of five to three that "not all the charges against the President had been sustained" the Independent's contemporaries issued extras ten minutes later declaring that Marvin had been exonerated. The world was told better a bit later by the Independent, whose reporter had remained to get the full story. In its regular afternoon edition the Independent laconically proclaimed in a direct eight-column head which did not take up more than a third of the front page, "Marvin Not Retained." It developed that, although the regents had voted by a majority of two that all the charges against Marvin had not been sustained, he was later denied re-appointment when such a motion failed to pass by a deadlocked vote, four of the regents demanding his dismissal on the grounds that more than enough of the charges had been sustained to warrant it.

The regents who were for retaining Marvin were led by Chancellor Ellinwood, and it was regarded as an ominous sign that the four who wanted him ousted were all staunch friends and supporters of Gov. Hunt, who held the deciding vote on this question as an ex-officio member of the board. Hunt was absent at this meeting and the board consequently adjourned still deadlocked on the question of re-appointing President Marvin, the University physician and six members of the faculty, including the football coach. The regents opposed to Marvin had protested the physician's re-appointment also, because of certain testimony given at the investigation by other disinterested members of the medical profession; while those supporting the president had blocked re-appointment of the faculty members in retaliation for their evidence against Marvin.

Ellinwood, after giving out sundry interviews eulogizing Marvin and reiterating that none of the testimony presented at the secret hearing warranted any action against the University president, hied himself off to tour the state in the interests of his candidacy for the gubernatorial nomination. The Independent then proceeded to publish the stenographic transcript of the evidence given against Marvin at the investigation, running it on the front page in daily installments.

Ellinwood had announced that there would not be another meeting of the regents held until Sept. 13, at the beginning of the present school year. No budget for the succeeding year had been adopted, no re-appointment to the faculty had been made and no announcement of courses published. Clearly this was a move to force the re-appointment of Marvin as a matter of necessity on the first day of school.

This maneuver was promptly exposed by the Independent and again the Tucson Ministerial Association requested immediate action by the governor. Gov. Hunt forthwith signified his willingness to attend any meeting of the regents and settle the situation by his vote; he requested Ellinwood to call another meeting of the board immediately. The Chancellor's reply was a vehemently political attack on the governor; in a lengthy statement to the press he accused Hunt of injecting the University into politics and dared him to fire President Marvin. Ellinwood further declared that if Hunt ousted Marvin that he himself, if elected governor, would re-appoint him. And yet, although he had heard all the evidence against and for Marvin, Gov. Hunt had made absolutely no comment on the case, leaving it strictly to the regents for settlement.

Hunt's reply was another demand that Ellinwood call a meeting, which the latter then set for Aug. 7. The Independent was by this time vigorously opposing Ellinwood's political aspirations.

When the regents met with Gov. Hunt to act on the University situation, the governor was confronted with an alleged plan of Ellinwood's to have the University president accompany him about the state on a speaking tour in furtherance of the chancellor's candidacy. But that plan never materialized. Marvin was stripped completely of his power and authority at the university, the regents taking over complete academic control of the institution, and re-appointed under a resolution which specifically provides that he may be instantly dismissed at any time in the future by the board of regents. The Independent recently published a statement made to a committee of Tucson citizens on Aug. 8, the day after the final regents' meeting, in which Gov. Hunt is alleged to have expressed his disapproval of Marvin and his methods in no uncertain terms and to have promised his dismissal shortly after the first of January, 1927.

Having achieved this victory, the Independent closed the case on the following day with an editorial entitled "Curtain." Supported by it and one other Arizona daily Gov. Hunt overwhelmingly defeated Chancellor Ellinwood in the primary election. However, Judge E. S. Clark, Hunt's Republican opponent, was not so easily disposed of. Judge Clark in a statement to the Independent flayed Marvin and the political system that had shielded him for so long, leaving no doubt in the public mind of what he expected to do if elected. As a result Gov. Hunt won over Clark by less than 400 votes.

And so it happens that the Tucson Daily Independent, at the tender age of thirteen months, is operating against an advertising boycott and still paying its way. No matter if the most powerful member of the Merchants' Association has ignored the boycott rule of late, that rule is still on though ignored by most everyone connected with the Independent except the circulation manager, who lists it as the paper's chief asset.

AD TAX ILLEGAL

Oregon City Prevented from Raising Fund for Display Space

Money cannot legally be raised by taxation for community advertising in Oregon. Such is a decision handed down recently at Astoria by Circuit Judge J. A. Eakin in the case of the city of Seaside, a resort community, which had voted a $5,000 tax levy to exploit its attractions.

The decision holds that tax levies may be made for municipal purposes only, and that advertising does not come under this head.

NILES TIMES EXPANDS

The *Niles* (O.) *Daily Times* recently installed three new Intertypes. Full leased wire service of International News Service was started Dec. 20. James L. Wick, Milton Wick and Ray E. Koken are the owners.

Everybody Wants to Know How to Succeed

There is more reader interest in

"IF YOUTH BUT KNEW"

than in any other feature you can buy today because in this series the nation's leaders reveal the secrets of their success.

"IF YOUTH BUT KNEW"

is written by John D. Rockefeller, Otto H. Kahn, Chauncey M. Depew, Theodore Roosevelt, Charles M. Schwab, Billy Sunday and others equally prominent. A story a day for thirty days, 500 words each. A fresh story every day by a different man. Names to conjure with.

For immediate release. Wire for samples and price

FAMOUS FEATURES SYNDICATE, Inc.

1819 Broadway,
New York, N. Y.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

Why the South's Prosperity?



9-Diversified Industry

The South is fast assuming leadership in the industrial world. In the textile industry it is slowly and surely depriving the New England States of its important position—in fact it has compelled some of the largest northern mills to move South in order that they may exist.

In the steel industry the Birmingham district easily competes with Pittsburgh in price and quality—and has a distinct advantage over Pittsburgh on the Latin American and foreign trade, because of lower freight rates to seaboard.

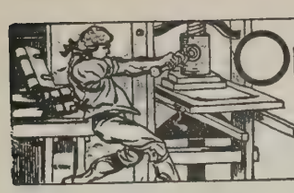
Rich in every mineral deposit, clays, ores, and other related minerals, hundreds of industries have come into existence. With good climate, with labor plentiful, and with a demand for these products, all these industries have waxed prosperous so that today you see a South busily engaged in practically every known occupation, giving employment to armies of workers—whose earning power has doubled, yes, even quadrupled—who are eager to enjoy the best of life.

The South is the advertiser's outstanding market. His future lies with the South's growth. You can't miss it—so don't overlook it.

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
*Birmingham Age-Herald (M)	34,994	.09	.09
*Birmingham Age-Herald (S)	50,699	.11	.11
*Mobile News-Item (E)	11,993	.05	.05
*Mobile Register (M)	20,427	.08	.08
*Mobile Register (S)	32,096	.10	.10
FLORIDA			
††Daytona Beach News (ES)	5,560	.04	.04
*Florida Times-Union (M) 49,903 (S)	59,239	.12(S.15)	.12(S.15)
*Lakeland Ledger (E)	5,173	.03	.03
*Miami Herald (M)	48,108	.11	.11
*Miami Herald (S)	60,006	.12	.12
*Orlando Reporter-Star (E)	8,502	.06	.06
*Orlando Sentinel (M&S)	10,655	.06	.06
*Pensacola News and Journal (E&M)	9,490	.07	.07
†St. Augustine Record (E&S)	3,382	.04	.04
††St. Petersburg Independent (E)	9,708	.065	.065
*Tampa Times (E)	24,389	.08	.08
*Tampa Tribune (M) 38,316 (S)	58,468	.10(.14S)	.10(.14S)
*West Palm Beach Post (M)	11,339	.06	.06
GEORGIA			
*Augusta Herald (E)	14,515	.05	.05
*Augusta Herald (S)	15,254	.05	.05
*Macon Telegraph (M)	25,903	.08	.08
*Macon Telegraph (S)	26,198	.08	.08
*Savannah Morning News (M), 21,220 (S)	22,161	.06(.07S)	.06(.07S)
KENTUCKY			
**The Lexington Leader (E)	19,262	.06	.06
**The Lexington Leader (S)	19,266	.06	.06
††Paducah Sun (E)	9,287	.04	.04

	Circulation	2,500 Lines	10,000 Lines
NORTH CAROLINA			
*Greensboro Daily News (M)	27,656	.08	.07
*Greensboro Daily News (S)	30,691	.09	.08
*Salisbury Post (E)	7,324	.04	.04
*Winston-Salem Sentinel (E)	17,774	.07	.07
SOUTH CAROLINA			
**Columbia State (M)	22,627	.07	.07
**Columbia State (S)	24,281	.07	.07
*Greenville News (M)	21,648	.075	.07
**Spartanburg Journal (E)	6,112	.05	.05
**Spartanburg Herald (M) 6,112 (S)	9,110		
TENNESSEE			
**Chattanooga Times (M)	31,107	.10	.10
**Chattanooga Times (S)	30,573	.10	.10
††Memphis Commercial Appeal (M)	101,603	.18	.18
††Memphis Commercial Appeal (S)	130,794	.21	.21
*Nashville Banner (E)	54,519	.11	.11
*Nashville Banner (S)	56,007	.12	.12
VIRGINIA			
**Danville Register and Bee (M&E)	14,336	.06	.06
**Danville Bee and Register (E&S)	19,217	.07	.07
*Newport News Times-Herald (E)	7,968	.05	.05
*Newport News Daily Press (S&M)	5,413		
**Roanoke Times & World News (M&E)	25,246	.08	.08
**Roanoke Times (S)	15,458	.07	.07
*Staunton News-Leader (M), Leader (E)	6,855	.035	.035

** A. B. C. Statement, Oct. 1, 1926.
* A. B. C. Statement, March 31, 1926.
† Government Statement, March 31, 1926.
†† Government Statement, Oct. 1, 1926.



Our Own World of Letters

By JAMES MELVIN LEE

FIRST page position in the *Atlantic* for January is given to "The Newspaper's Dilemma" by Earnest Elmo Calkins, the well-known advertising expert. I have chosen the second deck of the head because it is more descriptive. The first is "Gnats and Camels."

News-stand distribution was evidently more prompt this month than mail delivery for the Atlantic. And so when I saw an article by Calkins announced on the cover I paid my hard earned cash for a copy. That fact shows what I think of what comes from the pen of Mr. Calkins.

His article has for its main theme the straining at gnats and the swallowing of camels by American newspapers in the matter of publicity. Obviously the matter is presented from the viewpoint of the advertising man. The newspaperman, even though he may agree with certain paragraphs, will want to query others.

Mr. Calkins in his opening paragraph calls attention to the fact that when Lord Leverhulme died the obituary notices said much about his erection of the model village of Port Sunlight, his gift of the Stafford House to England, etc., but did not print a line that he was the manufacturer of "Lux, Lifebuoy, and Rinso, used in millions of American and British homes." Yet when Leverhulme's estate sent his books and pictures, etc., to America to be sold they received write-ups without charge. This, according to Mr. Calkins, brings up the legitimate query, "Why must some articles of sale be confined to paid advertisements, and others be given free publicity?" Evidently an answer is desired. Before it can be given, however, the problem must be seen from various angles.

If I were the owner of the saponaceous products already mentioned, I should be more than willing to spend half of my advertising appropriation for what Mr. Calkins gives absolutely free—"Lux, Lifebuoy, Rinso . . . used in millions of American and British homes—*Atlantic Monthly* for January, 1927, page 1." If I were owner of one of Lord Leverhulme's rare books which I wanted to sell, I am inclined to think that I would not pay very much for a corresponding phrase—not used by Mr. Calkins—"not found in any American or British library."

If I were a soap manufacturer of products that competed with those mentioned by Mr. Calkins, I should take exception to the phrase in the Atlantic Monthly about Leverhulme's soap products. But if I were a dealer in rare books, I should be glad to have the Atlantic say something about rare books, even if they were to be sold by my competitors dealing in literary treasures. A well-known magazine designed to appeal to women allowed a short story writer to say that the engagement ring was purchased at Tiffany's. A competing house offered the editor a thousand dollars to let the loving couple in the next story get the engagement ring from his store. So much from the viewpoint of competition.

The most important viewpoint is that of the reader. Frankly I did not pay my forty cents to have Mr. Calkins tell me that Lux, Lifebuoy and Rinso were used in millions of American and British homes. If he had had a page or two about Leverhulme's art treasures, I should have been glad to have added an extra dime—as doubtless would many other Atlantic readers—for the January issue. If the editor of the Atlantic will have Mr. Calkins contribute an article on these art treasures, he can count at least upon one purchaser.

The story about the death of Lord Leverhulme was doubtless the one carried by one of the news gathering organizations. The feature articles about his art treasures were doubtless compiled by local writers for the papers they represented. A great news gathering organization simply must play it safe in its use of trade marked products in its stories or there will be kicks from clients. The individual newspaper, however, is permitted its own discretion in the matter of free publicity.

The next incident mentioned by Mr. Calkins is the immense amount of publicity given to the sale of interests in the Dodge Motor Company. Unquestionably the newspapers were too liberal here in their publicity and greatly aided the later sale of securities.

Mr. Calkins next takes up the story, which was boxed in many papers, that related how a sky writer, after writing advertisements over a southern city, made "an unlucky strike" in landing and crashed into a tree. "He was engaged," said the story, "in advertising a cigarette." Every detail, according to Mr. Calkins, was given except the name of the cigarette. Personally I am inclined to take a little exception to this assertion because I am more anxious to know the kind of tree into which the aviator crashed than I am to know the brand of the cigarette. The peculiar thing about this incident is that the question has been raised whether the newspapers did not suppress the name because the manufacturer was a heavy advertiser. It is amusing, therefore, to receive an implication that the name of the cigarette should have been given when, in my opinion, it would have been undesirable publicity for the manufacturer. The Atlantic Monthly is above suspicion in the matter of dictation by advertisers. The honesty and sincerity of Mr. Calkins has never been questioned even by his competitors. But in view of the colored insert in this issue of the Atlantic that advertises a competing cigarette, I do wish that the name that was omitted in the newspaper story had appeared in the Atlantic article. The dilemma which Mr. Calkins sets forth for the newspapers presents itself in his own article over and over again.

The fourth example Mr. Calkins heads, "The Plaza Jewel Robbery." Every newspaper man recalls that in the story the woman who owned the jewels and her husband were dining in a fashionable restaurant—unnamed by reporters. The city editor knows that the word "fashionable" before a restaurant mentioned by name means a possible free dinner for the reporter and maybe even more. As a teacher of journalism I cannot see what the name of this restaurant would have been contributed to the story.

Mr. Calkins then takes up the economics of the newspaper. He shows that it has two things for sale, news to readers and space to advertisers—both of which must be wrapped in the same container. He asserts without exception that whether a paper is sold for two, three, or five cents, it costs more to produce than the sum the reader pays for it. Strictly speaking Mr. Calkins overlooks the fact that the reader is not buying those columns which are devoted exclusively to advertising.

I have been checking up some of the Christmas issues. For some of them I think the pennies put on the newsstands would pay for the cost of the white paper on which news is exclusively printed and would also meet the expense of the gathering and printing the news and still leave a slight margin for profit. Personally I am not sure that, as Mr. Calkins asserts, "the time passed long ago when a newspaper could support itself on subscriptions." Crowded as is the New York field, it would, in my opinion, support a paper that adopted as its motto. "All the news that's important." The experiment of producing a paper living up to that motto has never been made in the United States. Some of the foreign newspapers that feature not *"what's interesting"* but *"what's important"* more than break even from their sales.

After criticizing the free publicity of a Philadelphia fight which if it had paid regular advertising rates would have had to foot a bill of over one million dollars, Mr. Calkins takes up the exclusive interview which President Coolidge gave through Bruce Barton to the Associated Press. Much that Mr. Calkins says about this interview is right to the point, but he overlooks this fact; that this interview places the Associated Press in a rather embarrassing position if the Secretary of State or his fifty-seventh assistant wants a special favor for a political measure. Not all newspaper dilemmas are mentioned in the article. The character of the Associated Press, like that of Caesar's wife, should be above suspicion.

In justice to Mr. Calkins and the high ideals for which he stands the following quotation should not be overlooked, even though it is set in smaller type:

> There is no implication in all this that newspapers should be more complaisant to bona fide commercial advertisers. On the contrary. A newspaper's value as an advertising medium is directly in proportion to the conscientiousness with which it discriminates between news and advertising. Its righteousness at a mere casual mention of an advertised article is contrasted with its liberality toward other classes of business enterprises which are just as commercial as soaps and cigarettes, though going under the name of sports or amusements.

After asserting that the publicity man is the old press agent with a high hat, Mr. Calkins passes along to the work of the public relations counsel who "operates on a much higher plane." To quote from the article:

> As Ivy Lee put it, it is his business to advise his clients to such courses of action as will produce live news, and then of course see to it that no newspaper misses the news.

Speaking as the former editor of *Administration,* a journal of business analysis and control, I would like to go a little farther then does Mr. Calkins about the work of the public relations counsel. My view may or may not agree with EDITOR & PUBLISHER which too has its dilemmas.

A trans-continental railroad has a bad wreck. The railroad officials are for suppression, or at best for the soft pedal of details. The counsel in public relations steps in with this advice, "Give the reporters all the facts. If necessary, run a special train for the press photographers. Collect at once all possible information that may be wanted by the newspapers so that there will be nothing left for a follow-up story. Of course we will get a first page position tomorrow, but the day after if the reporters have all the facts there will be nothing of special interest for the follow-up story and it will be put on an inside page. If you don't, the reporters will get what facts they can, garbled though they may be, and print them. The next day it will print rumors as facts and this wreck will have first page position for several days."

The counsel in public relations will not write a line, but will ease the way for the reporter at every difficult point. The ideal counsel in public relations is not bothering his head over a little free space to get the name of his corporation in the papers. He is concerned with broad business policies and their proper presentation to the public. But this is departing too far from the article.

Mr. Calkins follows his remarks about the public relations counsel with the following about drives:

> Every drive that has run its course in the few years since the war, to raise money for various philanthropies, to build cathedrals, to endow colleges, to furnish funds to Y. M. and Y. W. C. A.'s, or the Salvation Army, or the Red Cross, has been planned and engineered by a publicity expert. Every line that has appeared in print, except a comparatively small amount of paid advertising, has appeared because of the newspaper's dilemma between its duty not to run advertising as news at the urgent appeal of a publicity expert and its uncertainty as to how much of this matter is real news or for the good of the public. At any rate it is safe to say that to all of these great funds that have been raised for various good purposes in the last few years the newspaper has been the largest actual contributor. Its name does not appear in the list of donors, but anyone who is used to buying newspaper space and paying for it can easily figure out the millions that have been donated to each one of these funds by the press of the United States.

These words are certainly a fine tribute to the high ideals of publishers of American newspapers. But publishers should remember, however, that readers are paying money to get news and not for suggestions on how to give money. Some one has said that the future historian will give the credit for the erection of the Cathedral of St. John the Divine not to Bishop Manning but to the publicity and promotion concern that engineered the drive, nameless thought it has been in the public prints.

Mr. Calkins is constructive though critical when he thus discusses the treatment in the newspapers of news relating to advertising:

> If at an advertising convention something kind is said about newspaper advertising they give it space, but an advertising agent is called an "advertiser," and a telephone booth which transmits "want ads" to newspapers is styled an "advertising agency," and all advertising is lumped together, without discrimination between the fake advertising of a baldhead cure and the constructive institutional advertising of the American Telephone and Telegraph Company.

Speaking as an advertising expert, Mr. Calkins continues:

> The best newspaper is the best advertising medium. If circulation is extended beyond legitimate demand, by abnormal, illegitimate expanding of certain phases of the news, or by creating features out of some of those phases, the advertiser is asked to pay for this new circulation at the same rate as for the old. Is it worth it?

In conclusion Mr. Calkins frankly admits that newspapers are entitled to a certain amount of sympathy because of the complex problem which they face, because of many new factors which are the result of the newer civilization. He speaks not only of the space which Dr. Eliot of Harvard received at his death in comparison with the columns given to the demise of Rudolph Valentino, but compares the salary of $15,000 which Dr. Eliot was said to receive when president of Harvard with the $150,000 a year paid to Bud Fisher, creator of "Mutt and Jeff." The obvious deduction is that Fisher is worth ten times as much as

"HOW I KEEP MY FIGURE"

A series of thirty-six 300-word articles in which the following celebrities answer a question vital to all women readers:

Pola Negri	Julia Hoyt	Eleanor Boardman	Violet Heming
Suzanne Lenglen	Hazel Dawn	Rae Samuels	Pauline Frederick
Anita Loos	Gertrude Hoffman	Margaret Wilson	Lois Moran
Bebe Daniels	Ann Pennington	Anna Case	Clara Bow
Mary Garden	Alice Brady	Chrystal Herne	Mary Boland
Galli-Curci	Marion Davies	Pauline Starke	Jean Acker
Lenore Ulric	Claire Windsor	Alice Terry	Mae Busch
Rita Weiman	Norma Shearer	Neysa McMein	Lya de Putti
Mae Murray	Alice Joyce	Anne Parrish	Greta Nissen

A one-column portrait mat supplied with each installment.

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA

liot to our present civilization. At e same time Mr. Calkins reminds the ader that these two men were not being mpared on equal terms, even on a salary sis, because Fisher had the advantage a mechanical device denied to Eliot, device which multiplied him without ort or desert on his part, enabling him be in more than one place at the same ne and to earn his salary in each place." other words, Fisher's salary did not me from any one newspaper, but from syndicate of newspapers.

Mr. Calkins then gives the editorial iter the best tip on an educational topic at I have ever seen. He suggests that Dr. Eliot could have been president of universities at the same time he might ve received $15,000 a year from each d thus have drawn a salary that tched that paid to Fisher. Why ouldn't a great educator map out a riculum, establish general rules for the ection of faculty members, etc., for ten titutions as well as for one? The an- er is left to the chief editorial writers American newspapers.

* * *

HE late John Wanamaker printed as a part of his daily advertisement in newspapers a bit of editorial com- nt to supplement the offerings of his re. Frequently these editorial chats him dealt with the subject of adver- ing. In one of them he pointed out t sooner or later the merchandise it- f would tell the truth about the duct, either in its use or in the satis- tion which it gave to the owner— nething the copy-writer too often over- ked.

Joseph H. Appel is the present adver- ng manager at Wanamaker's store in w York. His master's voice must have n heard while he was writing "A orld Cruise Log" (Harper & thers). In this volume he markets ny of the countries of the world to velers, real and fireside. The text ges are remarkable in that they do not rsell one country at the expense of ther. In other words, they tell the th about the countries visited on this ise.

The volume is remarkable in another pect. It not only tells what Mr. Appel s—and he has the eyes of the trained wspaperman—but it records what the rt feels when the eye sees strange cus- ms and peculiar religious rites. Mr. pel interprets the meaning of these for benefit of the reader—something new travel books.

Even while aboard ship Mr. Appel asks reader to draw up a deck chair and e a little chat about the gossip of the or listen to an opinion about a book read.

Here, for example, are Mr. Appel's re- tions after finishing "The Life of eph Pulitzer" by Don C. Seitz (page :

ve more days. Loafing days. Finished Pulitzer biography by Don Seitz. Ex- nt! But what a hell his editors must lived in with his absentee control, the tant wanderings of a querulous blind man the earth, his cable instructions and coun- ands, his criticisms, his whims, his temper! sound in his principles. His constant in- tion was to find the facts, facts, facts. t the truth, keep the editorial comment , with an ironical, satirical touch. And ys write with brevity.

Brevity is beauty," he says. Yes, brevity t in writing.

vidently Mr. Appel took Mr. Pulit- s remarks seriously. Throughout his me he is constantly seeking the facts in his comment he adds that ironical, ical touch of which Pulitzer was so l. For example, the paragraph that ediately precedes the one just quoted a nice bit of satire:

ghthouses appear on the coast—I wonder these careless Mexicans ever keep their s burning continuously!

ere and there Mr. Appel recalls his spaper days. As he approached Manila tells the reader that he was night or of Colonel McClure's *Philadelphia es* when the world was startled with ey's epoch-marking victory on that day May day in 1898. Then he goes d and reconstructs this victory for reader as the ship sails into the har-

In other places he has the assistance of practical newspapermen. For example, B. W. Fleisher, the American owner of the *Japan Advertiser* and *Trans-Pacific*, helps Appel to explore the Japanese mind. The chapters on Japan and China are especially worth careful study at the present time because of the space devoted to these countries just now by American newspapers.

Possibly the seventh chapter shows the style of Mr. Appel at its best. This chapter deals with the Holy Land. The explanation of the charm in this chapter may lie in the fact that Mr. Appel's father was a clergyman. But some credit must be given to the point of view which the author takes for this chapter, "I want to keep my faith. I want to believe as a child. So I shall travel as a child—in Palestine." Here possibly more than in any other country the eyes see what the heart feels.

What does Mr. Appel see on this world cruise? That is left for the book and does not belong to the review. The publisher might safely adopt the policy of Wanamaker's store—"Money back if the purchase is not satisfactory." But too much credit must not be given to Mr. Appel. The photographer has contributed much to the cruise. It calls for 323 pages of interesting reading.

ORDINARILY *The American Child*, a monthly bulletin of general child welfare, has little to interest the circulation manager of a newspaper. The December issue, however, contains an article, "Child Labor at the Sesquicentennial," by Bruce M. Watson, Director of Public Education and Child Labor Association of Pennsylvania.

In this article Mr. Watson takes up the newsboys who sold papers at the exposition. He found that the newspaper trade was perhaps the most baffling because of the great difficulty in fixing responsibility. Newsboys were several transactions remote from the original distributor. In the early days of the Sesquicentennial under-aged children by scores were selling papers on the grounds. The Labor Department officials arranged a conference of circulation managers who pledged that their distributors would not permit unqualified newsboys to obtain papers for selling.

The article then goes on to say that the pledge was well executed. Each circulation manager in Philadelphia called his distributors together for a conference so that there might be a complete understanding about the agreement. The distributor who failed to obey the regulation was told that he would be dismissed. "This was effective" Mr. Watson reports.

SOME time ago Andrue H. Berding contributed to *America, A Catholic Review of the Week*, an article on "The Catholic and the Newspaper." In the issue of America for Dec. 18, he prints an article, "Making News of Catholic Events." In it he gives the Mother Church some practical advice on how to break into print for its numerous activities.

One of the best things which Mr. Berding puts into his article is found in the concluding paragraph:

> Getting publicity is an art. Use it well, but don't abuse it. There is no more despised beast to a newspaperman than one who is known as a "publicity hound." Such a person is one who rushes into a newspaper office on the slightest pretext, to make sure that an item goes into the paper merely because his name chances to be mentioned on a committee. A "publicity hound" soon finds out that there is a certain law in political economy known as the Law of Diminishing Returns—which may be restated, with apologies to John Stuart Mill—the more effort one puts into securing personal publicity the less result one obtains.

Everyone, including those from religious denominations, who seek the city editor to beg for space should remember that the newspaper's first duty is to its readers. They are putting their pennies on the news-stands with a certain confidence that the managing editor will make the best selection from the stream of news that flows across his desk.

Do you want MORE Circulation?

10,000? 15,000? 25,000?

50,000 *or even* MORE?

. . . My organization will get it for you! Just closing our third Cleveland Plain Dealer campaign, establishing a new

World's Record for RESULTS

ASK THEM! then write or wire, if interested

C. B. HOLLISTER, Cleveland Plain Dealer until January 15th

A FEW HOLLISTER CLIENTS

Philadelphia Inquirer (2)
Cleveland Plain Dealer (3)
Memphis Commercial Appeal
Washington Post (2)
Los Angeles Times (3)
San Francisco Chronicle (2)
Louisville Herald-Post (2)
Cincinnati Enquirer
Indianapolis News
San Francisco Bulletin (2)
Philadelphia Record
Atlanta Journal
Dallas News
Nashville Banner

HOLLISTER Circulation Organization

717-18 Commercial Exchange Bldg. LOS ANGELES, CAL.

CARTOONISTS REGALE BROOKLYN CLUB

With Goldberg as Toastmaster, Yarns of Drawing Board and Reminiscences Flow Free At Holiday Banquet

More than 20 well known cartoonists and columnists mounted the lecture platform in Brooklyn to entertain members of the Municipal Club on Dec. 28. Rube Goldberg was toastmaster.

Former Sheriff John N. Harman, editor and manager of the *Brooklyn Times,* and president of the Municipal Club, presented Democratic Leader John H. McCooey as the chairman, explaining that the selection had been made because the cartoonists would not pester him for jobs on account of the huge emoluments artists received.

Along with other friendly services for his fellow craftsmen, Mr. Goldberg denied the rumor of high salaries, declaring:

"You will notice they were all on time. If they were really making all that money, would they rush over here so eagerly to get a free dinner?"

In his capacity as chairman, Mr. Goldberg was taking the place of Harry Hershfield, from whom a telegram was received, expressing regrets that illness prevented his attendance. Mr. Goldberg hastened to assure the gathering of the validity of the excuse.

"Like the rest of us," he said, "Hershfield likes to talk—about himself. If he doesn't come where he has a chance to do so, he must be sick. In fact, as he is not here yet, I think Hershfield must be dead."

Milt Gross told several original Yiddish dialect stories, some of them printable. Then Bugs Baer explained why he deserted cartooning for writing. He was a wonderful cartoonist, he said, but alas, a certain editor in Washington, D. C., discovered one day that he could spell.

Switching to a serious vein, Bugs defended Ty Cobb and Tris Speaker, declaring it "inconceivable" that they should have been guilty of "fixing" the famous Detroit-Cleveland game.

C. R. Macauley, reserving the Bugs Baer process, told how he came to be a cartoonist. His first inspiration, he said, was the whiskers of William McKinley, his godfather, who, incidentally, did all in his power to save Macauley from his fate.

Ken Kling, creator of a well-known racing cartoon, contributed a tip on the races. Here it is—Bea, a two-year-old, at Havana on January 4. But he added: "Don't blame me if you don't win."

And Sid Greene told some stories, apropos of nothing at all.

Winsor McCay paid a tribute to Mr. McCooey who, he predicted, is to be even a greater leader in the future than he is now. Supreme Court Justice Edward Riegelmann, in moving for a vote of thanks for the speakers, heartily seconded McCay's prediction, and added the hope that the cartoonist would get a job from Mr. McCooey and get $1,000,000 a week, "the same salary he is getting now."

Others who spoke or were presented included: Edward Flinn of Floral Park, Bud Counihan, Louie Hanlon, Art Nugent, Eddie McBride, Clare Briggs, Bush Miller, Gene Carr, and James W. Brown, president of EDITOR & PUBLISHER.

Members of the committee on arrangements included Harris M. Crist, managing editor of the *Brooklyn Eagle,* and Benjamin T. Butterworth, advertising manager of the *New York Times.*

POLES FIGHT SUPPRESSION

Editors Hear New Press Law Is Being Prepared

Representatives of all the Polish journals have united to forestall a new press decree even more severe than the recent one which was effectually killed in the Sejm without any move on the part of Marshal Pilsudski to meet the widespread opposition.

According to the terms of the new decree now in preparation newspapers offending the government not only can be suspended but suppressed for ever more and their plants ordered dismantled. Further they cannot resume under a new name and any editor of a suppressed publication cannot again be the editor of any publication in the country.

Editors representing all shades of opinion accused Marshal Pilsudski flatly being the author of the bill but an emphatic denial has been made by the government, saying that the law was the collaborated product of various officers of the government which had been attacked by various sections of the press. Moreover it said that the decree is still in process of formation and has yet to go to the Supreme Legal Council and the Cabinet, which must pass on all measures before they become effective.

FRANK A. HOPKINS

Frank A. Hopkins, 74, in the Customs Service in New York for twenty-five years, a descendant of Stephen Hopkins of the *Mayflower,* died this week in Mahopac Falls, N. Y. He leaves a wife and a son, Frank L. Hopkins, a political writer for the *New York World.*

DAILIES APPOINT SPECIAL

Conger & Moody, publishers' representatives, San Francisco, have been appointed to represent the *Oxnard* (Calif.) *Tribune* and the *Salem* (Ore.) *Oregon Statesman.*

SLEDS FOR NEWSIES

Sleds, 250 of them, were distributed to the Haverhill "newsies" to help them in their work. With the collaboration of the *Haverhill* (Mass.) *Gazette,* the Moxie Company of Boston gave out to authorized carriers these runners in front of the City Hall. It required three trucks to transport the shipment from Boston.

ON 8-COLUMN BASIS

The *Welch* (W. Va.) *Daily News* celebrated the third anniversary of its establishment, Dec. 3rd, by increasing its page size to 8 columns, 12½ ems, and by receiving bids for the erection of a new three-story building.

Our Customers Write Our Ads

PAWTUCKET, R. I., TIMES
Says—

"We attribute much of our success in securing from the dry mat the *best printing results we have known* on our newspaper to our DUPLEX HEAVY DUTY MAT ROLLER."

DUPLEX PRESSES
FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

BUILDINGS
PLANT LAYOUTS
PRODUCTION
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An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON
Newspaper Buildings
Plant Layouts
Production, Operation
120 West 42nd Street ..... New York



ILLINOIS leads the Country in radio. Within the State are listed over 60 broadcasting stations that furnish entertainment for Illinois families.

Nearly 50,000 receiving sets are found in the homes of the farmers alone—more than in any other city.

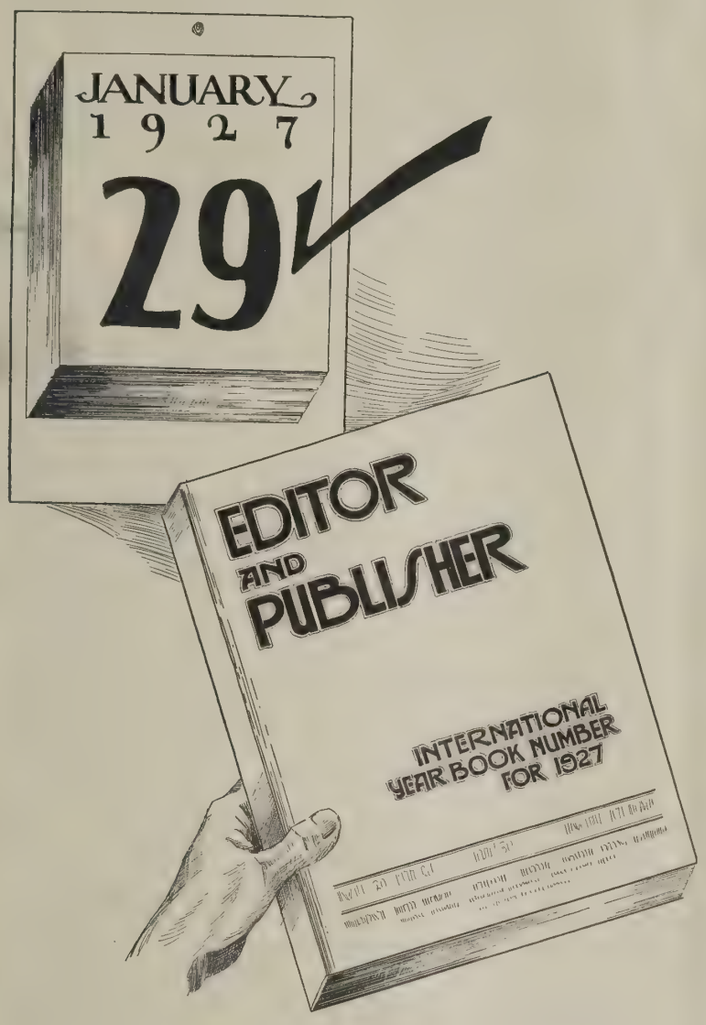
This is a good indication that these people follow the footsteps of progress and are quick to take advantage of every new worthy invention or innovation to improve their standards of living.

The newspapers like the radio enter the homes of these wide awake people. These newspapers contain all the advanced information on what is transpiring in the radio world.

These people follow the papers very closely. You can reach them through the group listed below.

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News	(E)	18,918	.07	.07
†Chicago Herald & Examiner	(M)	385,276	.55	.55
†Chicago Herald & Examiner	(S)	1,153,360	1.10	1.10
Chicago Daily Journal	(E)	123,469	.26	.24
*Evanston News Index	(E)	7,631	.05	.05
*Freeport Journal-Standard	(E)	9,545	.045	.045
*Joliet Herald News	(E)	19,644	.07	.07
*Mattoon Journal Gazette	(E)	5,836	.04	.04
*Moline Dispatch	(E)	12,048	.05	.05
*Monmouth Daily Review Atlas	(E)	5,338	.035	.035
*Peroria Star	(S) 23050 (E)	30,429	.085	.07
*Rock Island Argus	(E)	11,364	.05	.05
*Waukegan Daily Sun	(E)	5,348	.03	.03

*A. B. C. Statement, Oct. 1, 1926
†Government Statement, March 31, 1926



A Red Letter Day for

Newspaper Publishers
Advertising Agencies
National Advertisers
Merchandisers of Newspaper Needs

For on that day will appear this great

Newspaper Book of Knowledge

Crammed with up-to-the-minute Facts and Figures of immense usefulness and supreme necessity to the responsible men of both the newspaper and advertising crafts.

An extremely essential part of the service rendered by The International Year Book is to point out, in its advertising pages, where national advertisers can place space to the best advantage, and where newspaper publishers can get the equipment, supplies and services of which they stand in constant need.

Tell Them What You Have—What Your Products or Your Service Will Do for Them—Spread Your Entire Story Out

Nowhere else will your story reach so many prospective customers—nowhere else will it so thoroughly, so consistently and so lastingly carry your message to the very individuals you want to see it.

BUT YOU MUST BE QUICK

Forms close in two weeks—choice positions are going fast

A. B. C.
Charter Member

EDITOR & PUBLISHER
Suite 1700, Times Building, New York, N.Y.

A. B. P.
Member

SHOP TALK AT THIRTY



By MARLEN PEW

NEXT July 8 John D. Rockefeller will have reached his 88th milestone. He is reported to be a daily golf player and in good health, but recent news-pictures of him show an amazingly withered, almost mummified, physiognomy. Twenty years ago, when the interview occurred, concerning which I wrote in these columns last week, his face was flushed with color, his small light-blue eyes sparkled, but I have scarcely ever beheld such wrinkled skin. His lips puckered when he spoke and at times his mouth became almost invisible. He had lost every hair of his head and wore a sandy toupee. His dress was that of an old-fashioned squire. These impressions of the physical man were soon lost sight of when he started to talk. His conversation was animated and his manner agreeable. While he gave evidence of deep cunning it was not the sort of calculating astuteness that repels. On the contrary, the old man possessed marvelous magnetic qualities. In bearing he was an unostentatious patron. I had been somewhat of a student of his monopolistic policies and once wrote the story of another old man who held John D. responsible for wrecking his rival oil business through secret freight rebates and other forms of politico-commercial skullduggery. I had read all that Ida M. Tarbell had written on the subject. I was not prepared personally to like this man who, I believed, was responsible for the conduct of a ruthless, conscienceless corporation that had been reared to power and respectability on heaps of dead men's bones. But his talk was disarming. He could see no wrong in what he had done. He was just then in the act of giving more than half a billion dollars to promote public education, health and religion. Concerning his magnificent benefactions he would say no word. He was not vain. Business was business, but it had moral laws which must be conserved. If one had told him that many believed that his commercial policies smacked of Nietzsche he would have been stunned. I doubt if John D. ever heard of Machiavelli. But his success story, as told to this writer, is the best exposition of his mind and here it is, as related on December 30, 1906, in the dining room of the lodge at his Tarrytown estate:

* * *

AFTER he had discussed business conditions as existing in this country at that time Mr. Rockefeller said: "Things used to be very different in this country. Under the old system A joined interest with B in a partnership for mutual benefit. Sometimes these partnerships were agreeable and profitable, but frequently they did not endure very long. In the old days competition was severe, and there was much unnecessary waste of material and effort. After a while it became apparent to thoughtful business men that the best way to accomplish an economic system of business was to consolidate interests. For years now interests have been consolidated and we have our great corporations as the result.

* * *

"SOMETIMES I look back upon the times in Cleveland when I was starting by business life. I remember that my first employer in Cleveland used to get $4 a ton for freighting ore from the Marquette country over the Great Lakes to Cleveland. No one complained about rates at that time. But later, when I was associated with a party of gentlemen who had consolidated these interests and we were shipping ore over the same route from Marquette to Cleveland for 68 cents a ton, I was called a wicked monopolist. But, you see what the consolidation of interests has accomplished. They used to think that a barge with a thousand tons capacity was large enough for the purpose. After the consolidation of interests and when economics were strictly regarded, we realized that a 1,000-ton barge was not wanted, and we enlarged our ships to 2,000 tons, 3,000 tons, 5,000 tons, 8,000 tons, and the ore ships today, I am told, carry as high as 10,000 tons of ore.

* * *

"WHEN we started to establish our oil business in Cleveland we were mere boys; I was between 28 and 30, I think. We went about among our competitors and we said to them. 'There is a great loss in our business. It is not good, and there is no prospect of getting any better under the present system. Your business is at a standstill as well as ours. Now, we have an idea which we believe will operate for our mutual advantage. We want to join our interests with yours, and yours with ours. You come in with us. We will take your junk pile and give you stock in our company, or we will pay you upon an equitable appraisal of your property.'

* * *

"WELL, do you know that some of them came in and some of them preferred to take the money. Those who sold out to us did not believe in our ideas. Now, they are the ones who attack us. They attack us because of their mistake. They say we are thieves and scoundrels, because they were not wise enough to see that joining interests would be proper economy. Those men who made that mistake have gone around abusing me, but I take pleasure in knowing that I did what was right and fair and for the best interests of that business. I gave them the same opportunity for success that I had. They did not accept it, and that was a bad mistake. American corporations have done much good for the people. It is a serious mistake to attempt to tear them down and return to the old idea, which made business for all of us a hard struggle. Failures of newly established business used to be, if my recollection serves me correctly, between 70 and 75 per cent. That has been greatly reduced. Failures are very few these days.

* * *

"THE prosperity we have been enjoying is due to the strict economy and wise judgment of our business men. I think that the lower section of New York City (Wall street) holds some of the finest men in the world. As a class they are very intelligent, well educated men and in their dealings they are honest and conserve the highest forms of integrity. There are exceptions, of course, but I have found most of these men as true as steel. It is a great fact that in these days of vast wealth when men can acquire large fortunes, they are not spoiled by them. These men go on working, many of them dying in harness. They do not foolishly squander their money or live high, or ruin themselves in excess. They continue to live simply and work hard and perform the honest duties of honest men. My, sometimes I lie in bed and think back of the good men I have been associated with in my life, and sometimes I am ashamed that I have not said more in praise of them. There were 60 of us in the beginning, and now all but four have gone on to the other life. Just think of it, only four left. There is Colonel Payne, who is now sixty-seven years old; Mr. H. M. Flagler, now seventy-seven years old, just ten years older than I am, and my brother, William who is sixty-six years old. Only four of us left, and isn't it strange that our business is now being administered by some of the men who were at one time our antagonists in trade. Yes, they fought us well, and now they are running our business for us," and he chuckled merrily. "Why the office boys of the old days are now conducting departments of our business. They have grown up to it, and they are part of it.

* * *

"IT is one of the greatest satisfactions of my life that I have succeeded in surrounding myself with good men. When twelve years ago. I left my business forever, I still had other interests to occupy my time, these other interests have something to do with the general good of my countrymen. And my days are all too short to attend to these matters. Golf is a diversion and keeps my health substantial. I feel that many men in business today are making a mistake in that they do not avail themselves of regular and systematic exercise. My advice to a young man at the opening of the new year is: Go straight ahead and do the best you can to make a success for yourself and keep happy and comfortable those who depend upon you. If you make mistakes remember that it is human to err, but try again and try harder. Above all things be honest, honest with yourself and with those with whom you deal. If you fail at the end you will at least have a clear conscience, and a clear conscience is a greater comfort and worth more than a fortune gained by dishonorable methods.

LAWYER WINS SUIT

In the suit against M. P. Snyder, former receiver for the *Los Angeles Illustrated Daily News* for $10,000 unpaid salary for legal services, Attorney Lyndol Young was granted $7,500 by the court recently. The plaintiff charged that he had repeatedly been called into conference with the Cornelius Vanderbilt, Jr., newspaper interests for advice but had not received his full fee.

Buffalo, The Wonder City of America

Buffalo—a profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y. — Tribune Tower Chicago, Ill.
Atlantic Bldg. Philadelphia — Waterman Bldg. Boston

225,227
Daily

The Cleveland Plain Dealer *now* has the largest circulation in its history

263,431
Sunday

J. B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 350 N. Mich. Ave., Chicago

Regional Advertising
at
Regional Rates
in
The Christian Science Monitor

An International Daily Newspaper
Publishing SELECTED ADVERTISING
ATLANTIC, CENTRAL and PACIFIC Editions
Rates and Circulation Data Supplied on Request

ADVERTISING OFFICES

Boston	New York	Kansas City
Philadelphia	London	San Francisco
Chicago	Paris	Los Angeles
Cleveland	Florence	Seattle
Detroit		Portland

"Buy What You Can Use"

in Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"
"Starts the day in Detroit"

With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

65,663
NET PAID
CIRCULATION
Cover Half a State
EVENING COURIER
MORNING POST
CAMDEN, N. J.
National Representatives
Story, Brooks & Finley.

Peoria
The Try-Out City
THE PEORIA
JOURNAL
Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

ADVERTISING AGENCY AFFAIRS

Stuart Campbell New Art Director of Ray D. Lillibridge, Inc.—Rickard & Co. to Move to Uptown New York Next April—Carrie Now with Seattle Agency

UART CAMPBELL, for the past ear art director for R. H. Macy & will become art director of Ray D. bridge, Inc., New York advertising cy, on Jan. 1. He has at different s been connected with the Corman pany and N. W. Ayer & Son. An- Melvin, who has been connected the Lillibridge agency for several s, will be assistant art director.

ckard & Co., Inc., will celebrate its anniversary next April by moving 25 Spruce street to the Graybar ling in uptown New York, opposite Grand Central station.

he firm name of the Frank G. ris Company, New York advertis- gency, will become Frank G. Morris pany, Inc., on Jan. 1. There is no ge in personnel or ownership.

ss Crauford has joined the copy of Evans, Kip & Hackett, Inc., York. He was recently with the Company, Inc.

C. Currie, for several years with dvertising department of the *Seattle -Intelligencer* and also with other ern and eastern papers has joined the ry-Batchelor Advertising Agency, Eilers Building, Spokane, Wash. He rving as plan and layout specialist.

t C. Wildman has resigned as vice- dent and business manager of James Rothschild, Inc., to become a vice- dent of the United Advertising cy, Inc., New York City. He was tly the head of his own agency.

stin F. Bement Inc., Detroit adver- agency, announces the opening of icago office at 456 Wrigley Build-

ing. Claire C. Loveless, formerly advertising manager of the Wahl Company, manufacturers of Eversharp pencils and Wahl pens, and more recently with the Charles H. Touzalin Agency, is in charge.

Associated with Mr. Loveless is R. K. Jorgensen, formerly of the Mitchell-Faust Advertising Company, and more recently with Collins-Kirk, Inc.

Samuel M. Kootz, formerly with the George L. Dyer Company, has joined the staff of Reimers & Osborn, Inc., of New York advertising agency, as contact representative.

J. R. Busk, formerly sales and advertising manager of the Pantasote Company, Inc., recently joined the staff of Frank Seaman Incorporated as an account executive.

J. W. Sanger, manager of the foreign department of Frank Seaman, Inc., who has been on an extended business trip abroad since August, returned recently.

John Magee and Norwood Weaver have acquired interests in Calkins & Holden, Inc., New York advertising agency, and will become members of the board Jan. 1.

Blandord A. Doane has been elected secretary of the Walter A. Allen Agency, Inc., Hartford, Conn.

Charles C. Baldwin has joined the plan and copy staff of J. M. Daiger & Co., Inc., Baltimore advertising agency. He was formerly with Albert Frank & Co.

Stanley C. Swanberg has been elected vice-president of the Botsford-Constantine Company, Portland, Ore. He is in charge of the California accounts.

AD TIPS

W. Ayer & Son, 308 Chestnut street, elphia. Reported to have secured ac- of the S. B. & B. W. Fleisher, Inc., Philadelphia. Placing 12-inch 30-time for E. R. Squibb & Sons, medicine, lyn, N. Y. Also placing account of the nt Mfg. Co., "Trimo" pipe wrenches, ry, Mass.

rge Batten Company, 383 Madison avenue, York. Now handling account of the tts Corporation, breakfast foods, Buffalo.

amy-Neff Company, 1277 North Dearborn Chicago. Placing orders with news- in selected sections for the Utah Radio cts Company, Chicago.

chy Company, 9 Murray street, New Making contracts with newspapers in s sections for the Hiscox Chemical , Parker's Hair Balsam, Patchogue,

ards, Ewing & Jones, 36 West 44th New York. Reported to have secured t of the Deltox Grass Rug Company, sh, Wis.

rt Frank & Co., 14 Stone street, New Have been appointed to place account Lorraine Mfg. Company, New York.

P. Gould Company, 450 4th avenue, New Reported will place account for Henry Tetlows Company, "Pussy Willow" and "Swansdown" face powder, Philadelphia, after February 1.

Walter F. Haehnle Company, 505 Gwynn Building, Cincinnati, Ohio. Renewing some newspaper contracts for Berger Bros., "Buckeye" malt extract, Cincinnati.

William Irving Hamilton, 267 5th avenue, New York. Now handling account of the De Long Hook & Eye Company, Philadelphia.

Harvey Zoeller & Co., 104 5th avenue, New York. Placing account for the American Tobacco Company's "Blue Boar" brand tobacco.

Charles W. Hoyt Company, 116 West 32nd street, New York. Making contracts with newspapers in various sections for Chas. Gulden, Inc., Gulden's mustard, New York. Also placing account for the Pilot Life Insurance Company, Greensboro, N. C.

Hurja-Johnson-Hewen, Inc., 1010 Hearst Building, Chicago. Placing account for the Anchor Electric Company, shock absorbers, Chicago.

Increased Sales, Inc., Equitable Building, Baltimore, Md. Placing orders with newspapers in various sections for the C. A. Reed Company, "Reed's Crepe Papers," Williamsport, Pa.

Lyddon & Hanford Co., 110 East 42nd street, New York. Reported to have secured account of the United States Fisheries, Inc., New York.

H. K. McCann Company, 285 Madison avenue, New York. Making propositions with newspapers for 1927 campaigns for the Standard Oil Company of N. J., Flit insecticides, New York.

Olson & Enzinger, Inc., 800 Century Building, Milwaukee, Wis. Reported to have secured account of the Jersild Knitting Company, Needham, Wis. Pickus-Weiss, Inc., 307 No. Michigan avenue, Chicago. Now handling account for Peruna, No-Ake and Eatonic.

Fred M. Randall Company, Book Tower, Detroit. Have been retained to handle account of the Gabriel Steel Company, Detroit.

Joseph Richards Company, 247 Park avenue, New York. Reported to have secured account of Block Brothers, "Mail Pouch" and "Wizard" tobacco, Wheeling, West Va. Placing account for the Lamson Company, Syracuse, N. Y., Ice Maid refrigerator.

Arthur Rosenberg Company, 110 West 34th street. New York. Now handling account for the End Mfg. Company, brassiers, New York.

O. S. Tyson & Co., Inc., 16 East 41st street, New York. Handling pyrometers account for the United Hardware & Tool Corporation, New York.

CONDUCTING FAN VOTE

Cincinnati Post Asking Readers' Opinions On Speaker-Cobb Case

That the baseball fans should have a say as to whether Tris Speaker and Tyrus Cobb are to have a public hearing before Judge K. M. Landis and the National Baseball Commission is the belief of Editor Elmer P. Fried of the *Cincinnati Post.*

A referendum has been started by the Cincinnati Post and all Scripps-Howard papers in front page articles in which fans are urged to send in their opinions on a coupon attached. These coupons are to be forwarded to Judge Landis to aid him in reaching his decision on whether to reopen the case. Fans are asked to say on the coupons whether they believe the accused are guilty or whether they should have an open hearing.

THOMAS A.
EDISON

FOUR EXCLUSIVE INTERVIEWS

First Newspaper Publication

RELEASED JANUARY 16

"Machine-Made Freedom"

"Youth of Today and Tomorrow"

"The Scientific City of the Future"

"Has Man an Immortal Soul?"

The following territory is already closed:

NEW YORK
BOSTON
WASHINGTON
CHICAGO
DETROIT
ALBANY
SYRACUSE
ATLANTA
SEATTLE
ROCHESTER
LOS ANGELES
MILWAUKEE
SAN FRANCISCO
SAN ANTONIO
BALTIMORE

UNITED FEATURE SYNDICATE

World Building New York

have you been following the remarkable growth of the Detroit Times

The Los Angeles EVENING HERALD consistently carries more paid advertising than any daily newspaper in the west

Representatives

New York — W. Moloney, Times Bldg.
Chicago — John H. Lederer, 910 Hearst Bldg.
San Francisco — A. J. Norris Hill, 610 Hearst Bldg.

THROUGH the HEART of COLUMBUS OHIO

106,814

Dispatch average daily net paid circulation six months' period ending September 30th, 1926. This exceeded second paper by 19,163.

City 55,920
Suburban 27,897
Country 22,997

City circulation of the Dispatch equals 90% of the homes in Columbus.

The Columbus Dispatch

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

PLANNING WASHINGTON NEWSPAPER PROGRAM

Set Speeches to Be Kept at Minimum at University Institute—Round-Table Discussions Featured

Plans for the Washington Newspaper Institute to be held in Seattle, Feb. 17, 18 and 19, under the auspices of the School of Journalism at the University, are being formulated by Leo A. Borah, director of the School.

Set speeches are being done away with for the most part this year and in their place are a number of round-table discussions on topics of vital interest to publishers, which will be led by someone particularly skilled in the subject under discussion.

Topics already chosen for discussion at the round-table meetings are: Make-up; "Combating Fake Advertising Schemes;" "Employing Local Merchants as the Best Aid in Procuring Foreign Advertising;" "How to Make the Paper Interesting;" a discussion of the use of serial stories, mat features, feature stories, puzzles, contests, etc.; "Free Publicity;" "The Twelve Against the Thirteen-em Column;" "Editorial Paragraph Writing;" "Systems of Tracing Repeat Jobs in the Job Department, and a System of Uniform Account Books;" "What to Do When the Press Is Not Turning Out Attractive Pages;" "How the Country Paper Can Serve Its Community;" "What Bus and Stage Competition with the Railroads Means to the Country Paper;" "How Many Days an Editor Should Spend on his Paper;" "Ad Composition."

The formal speech topics are: "Farmers and Newspapers;" "Reaction on Circulation Contests;" "More and Better Advertising;" "What Does the Farmer Want?" "Laws the Publisher Should Know;" "How the Newspaper Can Help the Pulpit."

All these topics were suggested for discussion by the editors themselves by means of questionnaires sent out by the School of Journalism.

LETTERS FROM READERS

THE RELIGIOUS "CENSUS"

To Editor & Publisher: Every Sunday morning in many parts of the world millions of church members repeat in unison "I believe in God." They also reiterate their faith in the divinity of Jesus, in immortality, and in other fundamental religious doctrines.

The "religious questionnaire" which the Church Advertising Department of the International Advertising Association requested the editors of this country to print was intended to give these same people a chance "to tell it to the world!" This, by the way, is in exact conformity with the command of the Founder of Christianity, who exhorted His followers to give public testimony to their religious beliefs and personal experiences.

Your criticism of the printing of the questionnaire is just a bit far-fetched, particularly in the illustration which you gave of the layman who "walked up to a stranger and asked him if he believed in a personal God," etc. This was not done by the newspapers and any intelligent reader who was not interested in the questionnaire quietly ignored it, as he had a right to do, just as he might ignore the printing of pages of matter dealing with the Mills-Hall case which immediately preceded the week during which the religious questionnaire was printed. There was no imposition, no objectionable sign of curiosity, no personal importuning, no "bally-hooing," nothing at which anybody could possibly take offense.

Furthermore, it should be remembered that this questionnaire was framed by one hundred of the leading clergymen of America representing various denominations, men presumably of the finest sensibilities, and with a high sense of the rightness of religious practices, for example—such men as Dr. S. Parkes Cadman, Dr. Harry Emerson Fosdick, Dr. William P. Merrill, Dr. Charles E. Jefferson, Dr. Finis S. Idleman of New York; Dr. Merton S. Rice, Dr. Joseph A. Vance, Dr. Gaius Glenn Atkins, Dr. Lynn Harold Hough of Detroit; Dr. John Timothy Stone, Dr. Ernest Bourner Allen, Dr. Carl Safford Patton, Dr. Harold Stanley Stewart of Chicago; Dr. Burris A. Jenkins, Dr. William L. Stidger, Dr. Harold Clayton Rogers of Kansas City; Dr. Charles Wood, Dr. Frederick Brown Harris, of Washington, D. C.; Dr. A. Z. Conrad of Boston; Dr. Raymond Calkins of Cambridge; Dr. Allen A. Stockdale of Toledo; Dr. Henry Chapman Swearingen of St. Paul; Dr. Frederick E. Taylor of Indianapolis. Many of these men were the presidents of their national denominational bodies.

I wonder if the questionnaire is all that you say it is, it could have got by such men as the managing editors of the *New York World*, the *Philadelphia Bulletin*, the *Washington Star*, the *Chicago Daily News*, the *Kansas City Star*, the *Pittsburgh Gazette-Times*, the *Minneapolis Tribune*, the *St. Louis Globe-Democrat*, the *Seattle Post-Intelligencer*, the *Denver Post*, and 150 others.

You question the value of the results. Probably the same thing might be said of any kind of a vote. Even Mr. Coolidge was elected by about 25 per cent of the eligible voters of the country. However, it was very clearly demonstrated to those who know the facts about the religious life of the country that those who voted—whether they were "very zealous religionists or very zealous anti-religionists"—clearly reflected the opinion of a great horizontal slice of the population of this country, for as it was shown in the number of those who were recorded as church members, the figure given exactly coincided with what was already known to be the percentage of church members in the cities as a whole. It is fairly reasonable to suppose, therefore, that their attitude toward the religious questions involved was that of the great masses of people, even though the latter did not actually vote.

It is interesting, also, that the figures produced, even though the number of voters was comparatively small, has been very generally accepted by the statisticians in the church, even though these statistics contain a terrific indictment of the Church itself because of the obvious fact that the Church actually reaches a small minority of those who expressed their belief in religion, or even those who admitted that they were members of the church. It is not fair, therefore, for you to say that "if advertising copy is made from them [these statistics], it will merely increase the fund of public misinformation."

Whether or not the use of a questionnaire of this character is a "violation of established newspaper principles" must, of course, be determined by each editor for himself. That the editors of this country believed that the use of the questionnaire was not such a violation is very obvious, for not only was the questionnaire printed by those to whom it was offered—only one paper in each principal city—but by large numbers of other papers throughout the country who, upon their own initiative, printed this questionnaire, and when they had finished using it, many of them said both editorially and in personal letters to the office of the Church Advertising Department—and these letters were entirely unsolicited—that they regarded the questionnaire as one of the most effective things of its kind that had ever been done in this country. "Never has this community been so stirred religiously in many years as it has been during the time that the twelve questions appeared daily in the newspaper," wrote one editor.

The local ministers who were interviewed by enterprising newspaper editors almost unanimously declared before and during the use of the questionnaire that it was a highly commendable enterprise.

In view of all this, and knowing your sympathetic attitude toward all good things, particularly toward the highest form of religion, it is with keen regret that I read your editorial in the issue of Dec. 25.

Charles Stelzle,
President, Church Advertising Dept.
International Advertising Association.

PEAT TO SUBSTITUTE

To Editor & Publisher: I have read with interest the item on Page 13 of Editor & Publisher of December 18, "Seeking Paper from Peat."

Every little while somebody bobs up with a plan of this sort. There is slight possibility of anything of practical importance in this line of paper manufacture based upon peat and still less that newsprint will be made this way.

The best use of peat is for fuel and fertilizer. Anyone who is disposed to waste his money can find other ways more attractive than these paper-making experiments for such material.

R. S. Kellogg,
Secretary.
News Print Service Bureau.

RENO DAILY SOLD

Gov. James G. Scrugham, of Nevada, has purchased the *Reno* (Nev.) *State Journal* from Vida M. Boyle, widow of former Gov. E. D. Boyle.

"Matrimony is a serious word," says a domestic science lecturer. Wrong. Matrimony is a sentence.—*New York American.*

A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.

With a constantly increasing circulation, plus a constant growth in advertising lineage, the New York Evening Graphic offers the advertiser an extremely profitable opportunity.

Published by BERNARR MACFADDEN

NEW YORK
EVENING GRAPHIC

H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

Thorough Coverage in One of the World's Richest Buying Centers—Coupled with the Ability to Produce Results

Pittsburgh Gazette Times
(Morning and Sunday)
AND
Pittsburgh Chronicle Telegraph
(Evening except Sunday)

These newspapers in News and Advertising have the confidence of their readers.
Their readers have the power to purchase.

Sold Singly or Combined

URBAN E. DICE, Nat'l Advg. Mgr.
Gazette Square, Pittsburgh, Pa.
E. M. BURKE, Inc.,
1457 Broadway, New York.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL COMPANY,
742 Market Street, San Francisco, Cal.
Times Bldg., Los Angeles, Cal.
White-Henry-Stuart Bldg., Seattle, Wash.

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined*.

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

SERVICE
THE CHARLES PARTLOW COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6th Floor Occidental Blg.
INDIANAPOLIS, IND.

In 1926

THE SUN
PUBLISHED MORE
ADVERTISING
THAN ANY OTHER
NEW YORK
EVENING
NEWSPAPER

The Sun
280 Broadway New York

LA PRENSA
OF
Buenos Aires

"South America's Greatest Newspaper"

"A modern newspaper, truly American, which has at its disposition the most perfect mechanical equipment, abundant world-wide news . . . . . LA PRENSA, throughout its life of more than half a century, has always been the unquestioned champion of all the great endeavors that most honor and dignify modern South American journalism."

O PAIZ - -
Rio de Janeiro

JOSHUA B. POWERS
Exclusive Advertising Representative
250 Park Ave. New York

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation
LOUISVILLE KY

GENERAL NATHAN CHURCH

il War Veteran and Editor Burned to Death at Ithaca, Mich.

dj. Gen. Nathan Church, 82, was ied to death Dec. 27, when he was ped in the offices of his newspaper, *Ithaca* (Mich.) *Gratiot County Her-* which was destroyed by fire.

eneral Church was in command of Twenty-sixth at the Battle of Bloody le, which resulted in the surrender lajor General Edward Johnson, fa- s Confederate officer. He established of the largest banks in his district in addition engaged in the lumber real estate business. The fire de- ed an entire block, doing damage nated at $150,000.

ALBERT MILLICAN

neer Texas Printer Once Arrested nder Blue Laws for Sunday Work

cent death of Albert Millican, old- printer, at the age of 78 in Fort th, recalled to Fort Worth pioneers urrest of Millican and other members he old *Daily Advance* mechanical in 1881 by a zealous town marshal avoring to enforce blue laws. The anical crew was jailed for working unday.

enry Furman, who later became a ber of the Oklahoma Supreme t, defended the printers and to his uence, in declaring that the "pen is tier than the sword" and a news- r worth more to a town than any- else, is attributed the court's action smissing the charges.

EDMOND T. SAYERS

mond T. Sayers, 63, a well known e in Montreal newspaper advertis- and publicity circles and secretary- urer of the St. James Literary ty since 1920, died Dec. 29 at his . He was at one time an actor, and d Australia in Shakespearean roles. ater worked on the advertising staffs e *Montreal Standard* and *Le Prix nt.*

POLITICAL REPORTER DIES

rvey D. Smith, political writer for *Pittsburgh Chronicle-Telegraph* and president of the Pennsylvania Legis- Correspondents' Association died home in Pittsburgh Dec. 28, after rt illness. For several years Mr. had been a civil service examiner he Civil Service Commission of urgh. His wife and three children re.

FRANK E. CRANE

nk E. Crane, managing editor of *rie* (Pa.) *Times* died at his home on Dec. 20, after a week's illness pneumonia. He had been identified the Times for about 18 years, serv- reporter, city editor and managing . He was 42 years of age and rvived by his wife and three chil- He was president of the Erie Newswriters Association for several years. He was also prominent in the work of the City Rescue Mission and the Salvation Army.

SIVERT E. PETERSON

Sivert E. Peterson, secretary of the Montana State Press Association and until recently secretary of the Great Falls (Mont.) Chamber of Commerce, took his own life on the morning of Dec. 22 by shooting himself while in a garage in the rear of his home. It is believed that he killed himself because of despondency over financial affairs. At one time he owned the *Moore* (Mont.) *Inland Empire.*

Obituary

MISS EDNA B. KINARD, club editor of the *Oakland* (Cal.) *Tribune,* died Dec. 12.

MRS. DEVON E. FRANCIS, 24, wife of the Associated Press representative in Arizona, died in Phoenix, Ariz., Dec. 17.

FRANK P. ALEXANDER, 55, retired two years ago after 10 years as "make-up" man for the *Lincoln* (Ill.) *Star,* died Dec. 17. He was a charter member of the typographical union and for 40 years was a printer in Lincoln.

STEPHEN J. SCHENCK, 69, veteran printer of the *Wellsville* (N. Y.) *Record,* died in his home in that village after an illness of three weeks.

MRS. MARGARET V. FOWLER, 72, mother of A. Linde Fowler, golf editor of the *Boston Transcript* and Carl G. Fowler, special writer on the same paper died at Homeopathic hospital, Boston, Dec. 26.

CAPT. FRANK A. WYNNE, 56, who, with his brother, W. R. Wynne, established the Wynne Advertising Agency in Dallas, died recently in a Dallas sanitarium following long illness.

THOMAS F. MCAULIFFE, news editor of the *Boston Globe,* died at the Palmer Memorial Hospital in Roxbury Dec. 24, just three hours after observing his 64th birthday.

PHILIP M. CULLINAN, 67, owner and editor of the *New Lexington* (O.) *Herald* for 44 years, died at his home there recently after an illness of a year. He was a life term trustee of the Ohio University at Athens, O., and was a director of the New Lexington Savings and Loan Company. His wife survives.

WHIT FAUCETTE, veteran Raleigh, N. C., printer, dropped dead in the corridor of the state capitol Wednesday. Mr. Faucette was to have been an honor guest at a dinner for old-time printers Thursday night.

WILL CURTIS, 60, for nearly 20 years publisher of the *Kewanee* (Ill.) *Star* and later business manager of the Kewanee Printing & Publishing company, which published the *Star-Courier,* died Dec. 22, in his home in St. James, Minn., where for the last 18 years he had published the *St. James Plain Dealer.*

GALEN L. STONE, 64, retired banker and former Boston newspaperman died at home in Brookline, Mass., December 26. When a youth he joined staff of *Boston Commercial Bulletin* as reporter and later was with old *Boston Advertiser* covering the financial district, turning the knowledge thus gained to use. He afterward entered the banking business and was a former member of Hayden, Stone & Co., Boston bankers. Retiring a few years ago he was considered one of the wealthiest men in New England, his fortune being estimated at between fifteen and twenty million dollars.

FRANKLIN G. WHITNEY, Chicago manager of the *Dry Goods Economist* and an expert on textiles, was found dead in his room in the Evanston hotel, Evanston, recently. Heart disease is believed to have been the cause of his death.

JULES BLOTTIAUX, for 20 years connected with the circulation of the *Chicago Journal* died in the County hospital during the week from injuries suffered when he was struck by an automobile.

BAD EDITORSHIP DEFINED

Australian Journalist Describes Type Menacing Newspaper Profession

Incompetent editors are at present doing more harm to the profession of journalism in Australia than any other cause, according to the *Australasian Journalist,* which describes editorial inefficiency as follows:

"The incompetent editor grades his staff by favoritism instead of merit. He breaks the hearts of good men by putting them on trivial footling jobs. For guidance he looks to the methods of 10 years ago, instead of contemporary journalism in other countries.

"It is a system that favors the clerk reporter type, and drives journalists into commerce, and writers into pubs."

COMPOSITOR ELECTED MAYOR

Thomas J. McGrath, a compositor with the *Boston* (Mass.) *Transcript* since 1906, was elected mayor of Quincy, Mass., Dec. 21 for two years by a majority of 466 votes. McGrath, a native of Boston and a resident of Quincy since 1879, learned the printer's trade on the *Quincy Patriot Ledger.* He is a member of the Boston Typographical Union, has been on the city council for 12 years.

NEW I. N. S. CLIENTS

Among the new clients of International News Service are the *Tampa* (Fla.) *La Prensa, Woodbury* (N. J.) *Times,* and *Sanford* (Fla.) *Herald.*

Too many of our new Senators seem to be turning up in Washington with a past instead of a future.—*Detroit* (Mich.) News.



Largest Newspaper West of Chicago

500,000

Copies DAILY

The KANSAS CITY STAR

A Different Health Service

That will produce and anchor circulation.

A Daily and Sunday Health Article, and readers' questions answered by Dr. Frank McCoy.

Write or Wire Today

McCoy Health Service
Brack Shops Building
Los Angeles, California

GROWING

Circulation
Advertising Volume
Reader Interest

are making South Florida's already greatest newspaper the dominating paper, not only in its own field but in the entire State.

The Tampa Morning Tribune
TAMPA, FLORIDA
S. C. Beckwith Special Agency
National Representatives

We wish you a prosperous New Year — and we're ready to help make our wish come true!

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

A BETTER PICTURE PAGE

Perfectly balanced in news interest and pictorial quality is the daily 8-column picture page supplied without extra charge to EFS clients. It's made up to get and keep the eye of the entire family.

Write for proofs

EDITORS' FEATURE SERVICE, INC.
Times Building, Cleveland, O.

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

LITTLE HUMP-BACKED MAKE-UP RULE HAS A THOUSAND USES

JUST a little hump-backed piece of steel is that instrument known as the printer's make-up rule. But in versatility it probably is the greatest of tools in use by craftsmen of today. Its uses are virtually unlimited.

You have read, no doubt, of the printer who pulled a loose tooth by twisting it with his rule, thus saving himself the torments of a toothache. And of the man who improvised a tourniquet with the make-up rule and a handkerchief, preventing a youth from bleeding to death. These stories may read like fiction but more than likely are founded on fact.

The late President Harding carried his make-up rule until he died. It was the plain old garden variety of steel rule, until his employes on the Marion Star gave him a gold-plated one engraved with his name. But yet, if we may hazard a guess, the old rule still did duty around the White House, pulling out a tack here, tightening up a loose screw there, or prying off the lid of a recalcitrant tin can.

A man with an original turn of mind can put his make-up rule to hundreds of uses every day of the world. With it he can uncork a bottle, clean paint off a window, mark a place in a novel, adjust a carburetor, fill up an oil cup, fix a spark plug or mend a tire, butter a piece of toast, clip a newspaper, weigh a letter, make a knife, a screw driver, a chisel or a nail file, mix paint or ink, clean ink off a printing press, pare potatoes, slice a watermelon, peel an apple, quarter a pie or cut a cake, sharpen a pencil cream butter for a cake, flop a flapjack, adjust a typewriter, clean a pipe, cut a piece of chewing tobacco, scrape insulated wire, hang a picture, pick a lock or repair a fuse plug.

And so on, ad infinitum. A resourceful printer needs no list. All he desires is the opportunity, and he uses the make-up rule to fit the occasion. As a pocket piece he finds it indispensable. It is a thousand tools in one.

The pen, we are told, is mightier than the sword. Perhaps it is so. But if, with the increasing complexities of modern times, we may some time grant a place to an instrument mightier than the pen, it will certainly be occupied by the printer's make-up rule—*Editorial Santa Rosa* (Cal.) *Republican.*

NEW HOE SALES OFFICE

H. R. Swartz Announces Opening of New Orleans Branch

H. R. Swartz, president of R. Hoe & Company, Inc., announced the opening this week of a sales office in the Pere Marquette Building, New Orleans, with Howard Reynolds, for many years Southern representative of the company, as manager and H. D. Williams as his assistant.

The opening of a sales office in the South, according to Mr. Swartz, is in line with the new organization's plan for a more comprehensive sales and service policy. This is one of the first steps in the carrying out of that plan.

Shortly after the first of the New Year an office will be opened in San Francisco as Pacific Coast headquarters, in charge of Ernest G. Beveridge, who has been connected with the company in its service and sales departments for many years.

NEW PLANTS AND EQUIPMENT

BOSTON (Mass.) POST has purchased two new Hoe 16-page heavy-pattern press units.

Wayne (Neb.) *Herald's* new home is nearing completion and will be ready for occupancy soon. E. W. Huse, owner, will install new presses and other mechanical equipment in the new home and change from a six to eight-column paper.

The following newspapers have recently installed Elrod casters: *Washington* (D. C.) *Bulletin; Buffalo* (N. Y.) *Catholic Union; Meadville* (Pa.) *Tribune; Sanford* (Fla.) *Times;* and the *Saranac Lake* (N. Y.) *Adirondack Enterprise.*

Fairchilds Press, of New York City, publisher of *Women's Wear* and other publications, has installed 14 multiple-magazine Intertypes. The 6½ point 2-A, type face recently designed by Intertype was adopted as the new dress for Women's Wear.

Memphis (Tenn.) *Press-Scimitar* has purchased of R. Hoe & Co., Inc., a 64-page press and two 16-page press units.

Jackson (Tenn.) *Sun,* Albert A. Stone, publisher, is having a new 16-page Duplex tubular press installed.

Statesville (N. C.) *Daily* expects to move into its new home early in the new year.

Fremont (O.) *Messenger* has purchased of R. Hoe & Co., Inc., a 16-page press with complete stereotyping machinery.

Kirkland (Wash.) *Journal,* on Jan. 1 moved into new offices in the Burke & Farrar building of Kirkland.

PLANNING TEXAS DAILY

A new morning daily for Borger, Te new oil town, is being planned by Ern G. Albright, who has leased the Borg Publishing Company. The paper will called the *Morning Telegraph.*

NEW A. P. MEMBER

The *Fergus Falls* (Minn.) *Da Journal* has been elected to members in the Associated Press. Elmer Adams is publisher.

Supplies and Equipment

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

GOSS 24 and 28-page presses good for black or color work, also Goss Sextuple.

HOE Pony Quadruple, Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.

DUPLEX Metropolitan Quadruple stereotype presses—print up to 32 pages.

Available For Early Delivery

WALTER SCOTT & COMPANY

Main Office & Factory.....Plainfield, N. J.
New York Office..Brokaw Bldg., 1457 Broadway
Chicago Office.....Monadnock Block

Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

PRESS CONTROL
C-H
"Safest System in the World"

For large and small plants

Cutler-Hammer Controllers for presses of every size and for every type of motor-driven machine.

Address all communications:
The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1203 St. Paul Avenue, Milwaukee, Wis.

CUTLER-HAMMER

Rebuilt GOSS & HOE PRESS BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO - NEW YORK - LONDON

GOSS STEREOTYPING MACHINERY
Carried in Stock



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Hoe Quick-Lock-Up Flat Casting Mould

The throwing of a single Lever locks this Hoe Flat Casting Mould which is carefully designed and constructed for perfect Balance as well as Quality and Durability.

Made in three sizes—five, seven and eight columns.



If It's a Hoe, It's the Best.

R. HOE & CO., Inc.
7 South Dearborn Street, CHICAGO, ILL.

504-520 Grand St., N. Y. City
Also at DUNELLEN, N. J.
7 Water Street, BOSTON, MASS.

EVERY publisher in the United States wants something—an editor, a reporter, a mechanic, an advertising man, a piece of machinery. Most every publisher wants to sell something. Most every publisher wants to exchange or trade something he doesn't need. How is he going to find what he is looking for? By putting his wants and needs into words, and by putting those words in the classified columns of Editor & Publisher.

Employment—Equipment—Services

ITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)
1 Time — .40 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS
(Cash with Order)
1 Time — .60 per line
4 Times — .55 per line

space charge at same rate per line per ion as earned by frequency of insertion. l rates quoted for 13, 26 and 52 insertions. Editor & Publisher reserves the right to y, edit or reject any advertisement.

UNT SIX WORDS TO THE LINE

ADVERTISING

General Promotion

tising Promotion—If you want more ss, communicate with the International ations Service, Incorporated, Suite 1004, Broadway, New York City.

l Sections—Model Homes, Real Estate, Who numbers net $10,000. Accounts nteed. William E. Jordan Organization, cific street, Brooklyn, N. Y.

SINESS OPPORTUNITIES

Brokers

n of Publishing Properties for Sale— class, general, etc., sent upon request. -Dibble Co., 345 Madison avenue, New City.

Answer This Ad. Unless you have to invest in a high class, long estab- evening paper, occupying exclusive field rning 20% net on price asked. J. B. Times Bldg., New York.

Newspapers For Sale

g Daily, Weekly and Job Plant for sale thern city of 25,000. Established 1842. $32,500; $12,000 cash, terms to suit on . Liberal discount for all cash. Im- delivery. Owner has other interests ng entire time. References required of tive buyer. Address Owner, Box B-684, & Publisher.

Newspapers Wanted

Wanted on small daily, with option to hin twelve months. Central states. Can best references. Address B-685, Edi- Publisher.

Publication for Sale

Legal Publication for sale; now making Located in the best city in the country l advertising. B-682, Editor & Publisher.

CIRCULATION

Promotion

tion—When quick, additional circulation e becomes necessary, remember that our years in this one line of endeavor is roof against experimenting. Write or acific Coast Circulation Service, Bell Cincinnati, Ohio.

ion Builders—Blair & Austin, 1504 Cen- , Reading, Penn. Originators of Sales- Club Campaigns.

ur Pottery Direct for supplies to start y dish offer. Results—Low cost. The China Co., Carrollton, Ohio.

EDITORIAL

Syndicate Features

g for a Gold Star Mother—Jerry Tarbot stery Soldier of the World War, has his own story. Thirty-two cities already Wire for details. The Graphic Syn- nc., 25 City Hall Place, N. Y. C.

Buyers of all torial Features read the ITOR & PUBLISHER.

EMPLOYMENT

Help Wanted

Business Manager—Young man for small afternoon daily; must know job work, circulation and advertising. State references and salary required. White B-660, Editor & Publisher.

Circulation Executive with metropolitan daily newspaper, between 35 and 45, with good presence and education. Must have forceful personality, initiative and successful record. Exceptional opportunity for high-grade man having newspaper experience. Thorough knowledge of newspaper circulation essential. State qualifications also salary expected. Replies confidential. B-690, Editor & Publisher.

Circulation Manager—We have a position for a circulation man who has the ability to watch the detail of an entire department. He must be able to get in his circulation money close to 100%. He must be able to get service of the best from his carrier organization. These matters of collections and service are very important, and their proper handling absolutely necessary. One thing that will make him solid with our organization is his promotion ability; the ability to get, and above all things to hold, new business. He must know carrier boy promotion and how to handle solicitors. We prefer a man 25 to 30 years of age. He will be backed with an honest-to-goodness newspaper. This is a tough job for a real fighter whose heart can't be broken by a real battle. Write us a letter outlining in detail your past positions, your salary on each, the figures of the results accomplished on each; your present salary; the salary you will expect with us, and any other information you think of importance. Include names of your former employers, so that we may write to them. If you are a salesman, sell us in your letter of application. B-679, Editor & Publisher.

Classified Salesman wanted at once. Must be able to sell and increase linage. Splendid opportunity for real worker to advance to charge of department if he produces. Write, telling why you can fulfill and salary desired to start. Mr. Norton, Niagara Falls Gazette.

Local Display Manager, with record, wanted by leading paper in midwest city of one hundred and ten thousand; central location; rapidly growing town; splendid working conditions. Give us complete details in first letter, with photo if possible. B-697, Editor & Publisher.

Pressman—Stereotyper-pressman, 12 page Tubular, evening. Thoroughly experienced only. News-Journal, Wilmington, Ohio.

Situations Wanted

Account Executive or advertising manager with 10 years agency and newspaper experience. Ideal man for special representative. Age 30, married. Prefer New York or vicinity. Please grant interview. B-665, Editor & Publisher.

Advertising Executive—Salesman and department manager with successful record; married; own home; five years present connection. Would consider new position in Middle West if opportunity for future was offered. Present income $7,500. Can build advertising linage and prestige. Address B-631, Editor & Publisher.

Advertising Manager seeks opportunity with growing daily in city up to 150,000 population, where future prospects, living conditions, invite permanent connection. Thoroughly schooled in advertising work under most adverse conditions; unusually good copy writer; plentifully supplied with the ability to create new linage records. Keen, ambitious, efficient and conscientious. Second papers, hard propositions welcome. Married, age 28, now near New York. Will go anywhere. B-658, Editor & Publisher.

Advertising Salesman, thoroughly experienced, will be available January 15th, 1927, for position. Eight years' experience. Has handled general copy and Real Estate sections. College graduate. B-671, care Editor & Publisher.

Advertising Statistician, young man, competent organizer, department manager. Research, surveys, promotion. Record speaks for itself. B-692, Editor & Publisher.

Advertising Solicitor—Can write own copy or take full charge of advertising department. Prefer a position near New York. Weekly or small daily. Hard worker. B-691, Editor & Publisher.

Advertising Executive with successful sales and business record open for connection where he can purchase middle west daily (all or part) after demonstrating ability. Address B-686, Editor & Publisher.

Cartoonist wants to know why cruel editors won't give him a chance to show his ability. Editorial or political cartoons especially. Anywhere in United States. Give reasons to B-693, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Circulation Manager, fifteen years' experience, large and small dailies. Familiar with all details, systems, A. B. C. records, etc. B-664, Editor & Publisher.

Circulation Manager, with fourteen years' active experience, morning, evening, Sunday field. Complete record showing results secured in each position together with references from past employers. Good reason for wanting change. B-673, Editor & Publisher.

Circulation Manager, 35, married, industrious, wants situation in city 75,000 to 100,000; 8 years' experience. At present employed, but desires change. Address B-657, Editor & Publisher.

Circulation—Florida publisher: Can you use eastern circulation manager, now employed, who has had years of experience on large and small dailies? Knows all angles of circulation work and will furnish references. Write or wire, B-667, Editor & Publisher.

Classified Manager, fully experienced, at liberty January 15th. In the last three years have established an unusual (proven) record. Best of reference and facts furnished by present publisher. For correspondence or interview address Albert B. Harris, 41 Chestnut St., Albany, N. Y.

Classified Manager desires to meet publisher planning to increase permanent classified business. Now employed. 12 years' experience in classified and display, evening and morning field; thoroughly familiar with selling and promotion. Prefer Middle West City over 100,000. B-688, Editor & Publisher.

Chief Accountant or Business Manager; 10 years' experience leading Evening paper in City 125,000. Location New York or New England. B-687, Editor & Publisher.

Humorous Column, or laugh-coaxing treatment applied to news articles, or both, by a man **with years of all 'round** experience in and out of newspaper work. This may be taken as a threat or a promise, or merely as an indication of the decadence of modern journalism. Publishers are ever looking for fresh slants along lines humorous. Ours is fresh, even impertinent, Am foot-loose, ad lib and a la carte Jan. 1st, and, while preferring New York, our bag is packed. Address care of Editor & Publisher, Jack Lloyd.

Manager—For the past six years I have managed almost entirely by myself an evening newspaper of three thousand circulation. Profits in that time have more than tripled, due partly to increase in rates and additional local advertisers. Understand every department. Am open for proposition to take complete charge. This is not a rush proposition and I would investigate your offer thoroughly as you will be privileged to investigate me. Salary expected $8,000.00. B-694, Editor & Publisher.

Manager Weekly or Small Daily, preferably near N. Y., salary or commission. Invest later. Eight years' experience, business, editorial, including metropolitan papers. B-668, Editor & Publisher.

Managing Editor—Some newspaper will welcome this opportunity to secure services of experienced man now on staff of leading New York daily; 35; tireless worker, sober; sound judgment; skilled writer; gets best out of staff; sound ideas and executes them. Opportunity rather than salary important. Hammond Allen, Apt. 3B, 164 Waverly Pl., N. Y. City.

Managing Editor, wide experience, wants to leave New York; could put some money into paper in city of 50,000 or more if conditions are right. Best references from present employers. B-689, Editor & Publisher.

Newspaper Executive and advertising salesman, experienced, now employed. Will consider negotiations for management of newspaper. Pacific Coast preferred. B-659, Editor & Publisher.

Newspaper and Periodical Man, long experience editorial work, printing, advertising and as publisher, will take charge class paper or newspaper; prefer part or whole ownership; national acquaintance; exceptional references; give sufficient facts in confidence. B-695, Editor & Publisher.

Reporter, experienced, wishes work on a daily paper, preferably in the Middle West. College graduate with good references. Usual salary expected. B-678, Editor & Publisher.

Reporter, six years, all beats, strong on interviews, human interest, color stories. Wants job with future, on evening daily. Police, general assignment, features, preferred. Anywhere in East. Will submit clippings. B-672, Editor & Publisher.

Locate the man who can "put it over."—Advertise in EDITOR & PUBLISHER.

MECHANICAL

Equipment for Sale

Complete Commercial Stereotype Plant for sale, including the following machinery: 1 Hoe, two speed wet or dry mat moulding machine; Double Hoe Steam tables with steam generator and apron attached; one tissue holding devise and table; one 1000 lb. metal furnace and pot with burners; one 8 col. full casting box Goss; one 5 col. x 20 inch U. S. casting box, bars typehigh and thin for both; one type high flat adjustable head shaver Hoe; one large size saw and trimmer Goss; one complete nickeling outfit, double and single shank ladles; one paste cooker; one beating brush; moulding and drying blankets; one shoot board and plane. All machines and motors, D. C. 3 H. P. are guaranteed. Will sacrifice greatly if sold collectively. E. L. Geiger, U. B. Annex Bldg., Dayton, Ohio.

Hoe Mat Roller for sale in New York City. Excellent condition, and a bargain. C. B. Drake, 513 Cherry St., Philadelphia.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffman Type & Engraving Co., 114 E. 13th St., N. Y. City.

Ludlow Equipment for sale; composed of two Ludlow Typographs with motors and electric pots 110AC current with six cabinets and eighty-four fonts of latest face. Used less than six months. Originally cost $11,700. Can be purchased at a great bargain. Apply to The Duluth News Tribune, Duluth, Minnesota.

Printers and Bookbinders equipment, machinery, type, supplies, Kelly presses, cut cost material, send for revised pre-used machine sheet. Conner Fendler Branch A.T.F. Co., 96 Beekman St., New York City.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

PERSONAL

F. D. Holmes, Publisher of The Woodlawn News, Chicago, Ill., wants to get in touch with William C. Wise, formerly reporter for the Chicago Daily Tribune, who is supposed to be on the west coast at present. Communicate with F. D. Holmes at 6436 Cottage Grove ave., Chicago, Ill.

Newspaper Properties

Bought, Sold and Appraised.
All negotiations confidential.

PALMER, DEWITT & PALMER

350 Madison Ave., New York
Business Established in 1899.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

NEWSPAPER ADVERTISING MANAGER, who engineered fifty per cent increase in 1925 and further lineage plus rate increase this year, wants position commensurate with ability. Just under 30, but has had eight years' successful space selling for well known dailies. "Young man of exceptional ability. Any newspaper would be fortunate to secure his services." Our No. 11570.

FERNALD'S EXCHANGE, INC
SECURITY BLDG. SPRINGFIELD, MASS

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

"WHAT Did You *Want* for Christmas That You Didn't Get?" Use this banner headline across a page and then fill the columns with ads of merchants selling smoking sets, sweaters, radios, phonographs, electric toasters, lamps, washing machines, etc. And in a box place copy urging folks to buy for themselves the article they wanted so badly but did not get. If January bargain sale prices are in effect also, it will help merchants cash in on this feature. And you've sold a page or more of display.—Ralph Gibler, Huntington, Ind.

In showing its faith in its home communities of Lewiston and Auburn, Me., and its faith in what the year of 1927 holds out in business prosperity, the *Lewiston Sun-Journal* has just published a full page advertisement under the heading "Business is Good," giving the names of all the Lewiston and Auburn firms who have made Sun-Journal two-paper advertising contracts, also the list of nationally advertised firms and products that have made two-paper contracts. Reading matter in the center of the page layout gives the gain for the 11 months ending Nov. 30 in volume of advertising in the two papers.—Cole, Fall River, Mass.

When you're hard up for an advertisement "puller," take a look through the old files. Oftimes, you can induce some merchant to reproduce an advertisement that he ran ten, fifteen or twenty years ago. It has worked successfully for an Ohio newspaper.—B. A. T., Springfield, Ohio.

Many daily newspapers have issued "radio atlases" containing maps, logs and lists to increase the enjoyment of radio. Pages devoted to station call letters, location and wave length are a feature of this atlas which may be offered free or at a nominal price. This atlas can be hooked up with radio advertising and the daily list of radio programs as published in your newspaper. You will find a ready response to an offer of this atlas or a similar booklet.—G. Smedal, Minneapolis Tribune.

Get the jewelry stores in your city to put on a "Lodge Emblem Week" during which they offer lodge emblems at special prices. Get the lodge executives to urge all members to buy lodge emblems during the week. Get the jewelers to use extra space in your paper for the event.—Frank H. Williams.

The *Poteau* (Okla.) *LeFlore County Sun,* promoted a four months series of rural school programs given, one each Saturday, in Poteau. It was called a Friendship campaign, business men giving a certain amount per month toward the fund. Each school that put on a program received $25 and the best program out of every four received an additional $25. These programs brought people to town from the various communities in which schools were entered. Besides bringing them to the city, it gave the school children a means of expression, training for public appearance, self-reliance. Then, too, the programs rendered in some instances like Armistice Day, Thanksgiving and Christmas, a public service, in bringing to the people the spirit of those holidays. Many declare it was the finest thing they ever saw put over. —Chas. H. Cowles, Poteau, Okla.

WINS COVETED HONOR

U. S. Writer Awarded Medal by Forty Immortals of French Academy

Warrington Dawson, special assistant of the American Embassy in Paris, and a former newspaper man, was awarded on Dec. 23 one of the medals which the Forty Immortals of the French Academy grant each year for works written in French by foreigners adjudged "remarkable in form, style and idea." He is the first American to receive this honor, which was given for his story published in 1921 called "The Gift of Paul Clermont."

Mr. Dawson began his career in 1888 writing reviews of children's books for the *Charlestown* (S. C.) *News and Courier.* He was a special newspaper correspondent in Spain in 1898 and in Russia in 1904. From 1914 to 1916 he was a correspondent with the French armies, later transferring to the American front.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

A "LAMBAST PAGE" proved popular for a newspaper. The editor invited everyone who could confine his pet peeve to 100 words to write a "piece" for the page. There was good and bad criticism.—A. R. B., Austin, Minn.

An Indiana paper, looking for long distance records among teachers, found that one woman had been absent from the school room but a single half-day in 17 years. On this occasion she had attended the funeral of a relative and had obtained permission to be away from school. Some teacher in your community has a long distance record. — Yandell C. Cline, *Columbus* (Ind.) *Republican.*

Radio has developed far enough to demand advice by the public on fixing various parts of receiving sets. An interesting column, therefore, and a very serviceable one inasmuch as it is filled with helpful advice, is that recently started in the *Seattle Post Intelligencer,* entitled "The Radio Trouble Shooter."—C. M. L., Seattle.

"Banking questions answered," is a new column recently started by a western newspaper. Questions on the subject are submitted by readers and answered through the newspaper by officials of the clearing house association.—B. A. T., Springfield, Ohio.

An interesting department in the *Chicago Tribune's* Sunday real estate section is that entitled "Looking Backward." Doings in the Chicago real estate world of ten, twenty and thirty years ago are recounted in skeleton form and are illustrated with half-column cuts of persons involved in the deals.—Ruben Levin, Milwaukee, Wis.

A certain large firm employing many women has issued the statement that it will in the future employ no woman under thirty years of age, on the idea that not until that age is reached does the woman employe have a definite dollar value. This is a fine subject for a series of short snappy interviews, running two at a time, one from an employer, and one from the prominent women employed in your city.—R. E. Dietz, Battle Creek.

The Sunday edition of the *Cedar Rapids* (Ia.) *Republican* carries a feature under an eight-column head, "The Cedar Rapids Republican Pays Tribute To Week to ....." Below are four or five cuts of local men and women who have done something more or less noteworthy during the week, with a short story about each. The paper urges its readers to suggest persons for the following week.—F. Koop, Iowa City, Iowa.

Publication of the daily radio broadcast programs now uses so much valuable newspaper space that editors are faced with the necessity of curtailment. The problem is what to omit and what to continue. One small city daily in Massachusetts solved it by a referendum to local radio fans, the latter being asked to indicate the ten broadcasting stations whose programs they most desired to have published. The result proved the wisdom of the plan, for a fair majority voted in favor of a rather distant station which, in the ordinary elimination, would have been omitted as too remote to be of much interest.—E. R. L., Waltham, Mass.

Trousers and Skirts

six-a-week daily talks on things entertaining and clever

By ALMA WHITAKER

well known newspaper correspondent, public speaker and editorial writer of the Pacific Coast.

Once a week there is a question and answer column that gives the service a personal contact angle.

WRITE FOR SAMPLES

The McClure Newspaper Syndicate
373 Fourth Avenue New York City

"My Friend Bernard Shaw"
will appear in
NEWSPAPERS
from
COAST TO COAST
also in
London, England
Ceylon, India
Vienna, Austria
EIGHT SUNDAY ARTICLES
FIRST PUBLICATION
Wire for Terms

The O'Dell Newspaper Service
55 Fifth Avenue, New York City

How To Play GOLF
By JOHNNY FARRELL
Famous Teacher of That Game

24 LESSONS
Illustrated
For release daily

KING FEATURES SYNDICATE, Inc.
New York City

Better Cross-word Puzzles
Our mats include all type matter and answers in diagram.

The International Syndicate
Baltimore, Md.

No subsidiary syndicates

NEA

Subsidiary to no syndicate.

NEA Service, Inc.,
1200 West Third Street
CLEVELAND, OHIO

BY UNITED PRESS

AROUND THE WORLD AROUND THE CLOCK

UNITED PRESS ASSOCIATIONS
World Building New York

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO EMPLOYERS

230 New York State Banks —



Carry 28% of the Nation's Deposits

In New York State 4% of the 29,689 banking institutions in the United States carry 28% or $15,197,879,000 of the Nation's deposits. The capital invested in these financial institutions is over a half billion dollars, or nearly equal to the combined capital of Illinois and Pennsylvania.

New bank buildings costing $186,250,000 were constructed in 1926 alone.

If 28% of the Nation's wealth is deposited in New York State it is only logical to conclude that the proportionate percentage in buying power must also be in the Empire State.

Where can any national advertiser—who has limited appropriation funds for advertising but who wants to reach the greatest number of buyers at the lowest possible cost—who at the same time wants to cover his territory with a sales campaign at minimum expense—find a market in so small an area where he can reach so many people at small expense?

The newspapers listed below will convince you that you can sell this market profitably.

	Circulation	2,500 Lines	10,000 Lines
**Albany Evening News (E)	34,444	.10	.10
**Albany Knickerbocker Press (M)	34,018	.11	.11
**Albany Knickerbocker Press (S)	56,924	.16	.16
*Amsterdam Recorder-Domocrat (E)	7,824	.04	.04
†Auburn Citizen-Advertiser-Journal (E)	10,000	.065	.055
**Brooklyn Daily Eagle (E)	73,764	.22	.22
**Brooklyn Daily Eagle (S)	84,997	.22	.22
*** Buffalo Courier-Express (M)	118,588	.22	.22
*** Buffalo Courier-Express (S)	154,046	.30	.30
**Buffalo Evening News (E)	138,294	.25	.25
†Buffalo Evening Times (E)	107,027	.21	.21
†Buffalo Sunday Times (S)	127,231	.21	.21
†Corning Evening Leader (E)	9,098	.05	.05
*Elmira Star-Gazette Advertiser (E&M)	34,370	.11	.11
*Freeport Daily Review (E)	9,011	.05	.05
*Geneva Daily Times (E)	5,292	.04	.04
*Gloversville Leader Republican (E)	7,108	.035	.035
*Ithaca Journal-News (E)	7,567	.05	.05
**Jamestown Morning Post (M)	11,722	.04	.035
*Middletown Times-Press (E)	7,145	.04	.04
**Mount Vernon Daily Argus (E)	10,437	.05	.05
*Newburgh Daily News (E)	12,130	.06	.06
*New Rochelle Standard-Star (E)	7,976	.04	.04
*The Sun, New York (E)	265,000	.60	.58
†New York Times (M)	358,350	.80	.784
†New York Times (S)	591,425	1.00	.98
†New York Herald-Tribune (M)	290,534	.6435	.624
†New York Herald-Tribune (S)	343,716	.693	.672
††New York World (M)	287,682	.595	.58
††New York World (S)	582,929	.595	.58
††New York Evening World (E)	294,442	.505	.58
*Niagara Falls Gazette (E)	21,508	.07	.07
*Port Chester Item (E)	4,695	.03	.03
*Poughkeepsie Star and Enterprise (E)	12,974	.06	.06
*Rochester Times-Union (E)	70,660	.21	.20
*Syracuse Journal (E)	64,910	.16	.16
*Troy Record (M&E)	21,709	.06	.06
†Watertown Standard (E)	18,220	.07	.07
*Watertown Times (E)	17,386	.08	.08

** A. B. C. Statement, March 31, 1926.
†† Government Statement, March 31, 1926.
*** Merged as Buffalo Courier-Express, June 14, 1926.
† Government Statement, Oct. 1, 1926.
* A. B. C. Statement, Oct. 1, 1926.

When Quality-in-Quantity Wins

HERE, Mr. Publisher, is a slice of life:—

The scene is an Advertising Agency.

Lists are being made up for an advertisement that is to appear in one paper in each of a group of cities.

In many cases the choice has been easy. In a few, the race is a close one. Papers of almost equal circulation, prosperous and confident, each with a battery of statistics, a barrage of sales arguments. But only one can win.

"Which paper," asks the Agency head, *"has the Consolidated Press?"*

And the answer settles the argument.

This is not fiction. It is fact. The scene has been enacted more than once. It will be enacted many times more.

Why?

Because the paper which provides the best that can be had in sports, politics, fashions, foreign news and, in addition, the most comprehensive and accurate financial service in America, offers prima facie evidence of a reader-group with superior purchasing power.

The C. P. A. quality-in-quantity readers establish the value of a medium by the kind of news they demand.

We shall be glad to explain to publishers in the few remaining cities how this quality-in-quantity group of readers can be reached and held through the news columns of their papers.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Third Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Bulletin Building	19 Rue d'Antin

EDITOR AND PUBLISHER

JOURNALISM LIBRARY
Not to be taken from this room

INTERNATIONAL YEAR BOOK NUMBER FOR 1927

Vol. 59. No. 36 TWO SECTIONS SECTION TWO NEW YORK, SATURDAY, JANUARY 29, 1927 By Mail in Advance $4, U. S. A.; $4.50 Can.; $5 Foreign

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

[Copyright, 1927, by The Editor & Publisher Company, James W. Brown, president.]

$235,000,000—National Newspaper Advertising 1926

1926 closed with the largest volume of national newspaper advertising in history, $15,000,000 over the final figures of 1925 which was the banner year.

The conservative estimate is by the Bureau of Advertising, with a probability of the actual figures exceeding the estimate as they did a year ago.

The national advertisers' annual trend toward Newspapers has been steadily up—up—up—

—for the simple and obvious reason that Newspapers, reaching everybody everywhere and anywhere at anytime, *actually sell more merchandise than any other advertising medium.*

Q. E. D.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York	Detroit	Kansas City
Chicago	Atlanta	San Francisco

Newspaper Publishers
should be contributing to a national fund to advertise the superior value of Newspapers as the dominant national medium.
1927 is the year to do it!

E. Katz Special Advertising Agency
58 West 40th Street, New York City

PROVIDENCE

New England's Second Largest Market

Providence is the second largest market in New England. It is the capital city of Rhode Island and the trading center of the state and nearby cities of bordering states. More than three-quarters of a million people live within an hour's ride of Providence.

Rhode Island is a strictly manufacturing state and is noted for the diversity of its industrial production. The leading industries are worsted and woolen goods, cotton goods, jewelry and silverware, foundry and machine products, automobile tires and rubber goods.

Ninety-seven per cent of the state's population is urban and three per cent rural. The state depends on outside sources for 90% of its total food supply.

The total resources of Rhode Island Banks for the year ending June 30, 1926, were $531,992,356.10. This represents a gain of $23,667,115.06 over the previous year. Savings accounts in Rhode Island Banks for the year ending June 30, 1926 amounted to $299,116.707.83, an increase of $20,274,317.88 over the previous year.

This compact market is efficiently reached by Rhode Island's great newspapers

THE PROVIDENCE JOURNAL

and

THE EVENING BULLETIN

These newspapers have built their circulation on merit alone. They have never given a premium to a single subscriber. Their policy is based upon the conviction that newspapers are intended primarily for the dissemination of news, honestly, fairly, completely, and as impartially as it can be given to its readers. These newspapers reach the great majority of English speaking homes in Rhode Island.

During 1926 these newspapers carried 24,717,446 lines of paid advertising. This is 72.28% of all advertising lineage carried in Providence daily and Sunday papers during that period.

LIBRARY
UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

Circulation 108,809 Net Paid

Providence Journal Company

Providence, R. I.

CHAS. H. EDDY COMPANY
Chicago New York Boston

R. J. BIDWELL COMPANY
San Francisco Los Angeles Seattle

THE CONSOLIDATED PRESS ASSOCIATION

The Why and How

The News Behind the News

The Consolidated Press combines the economies of leased wire delivery of special dispatches and the exclusive services of a staff of highly trained writers.

Distinctive Newspapers Dominate by Their Individuality

List of Cities Where Memberships are Available Steadily Growing Smaller

WASHINGTON	NEW YORK	CHICAGO	SAN FRANCISCO
Evening Star Bldg.	World Bldg.	Daily News Bldg.	Bulletin Bldg.

THE TECHNICAL PRESS, NEW

THIS ISSUE: NATIONAL ADVERTISING CHANGING DISTRIBUTION CHANNELS.

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1927

MEMBER A.B.C.

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

MEMBER A.B.P.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 38 | NEW YORK, FEBRUARY 12, 1927 | By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign | 10c Per Copy

JOURNALISM LIBRARY
Not to be taken from this room

In the heart of America the big parade of progress is only beginning Here prosperity is at home

WHEN business is only fair throughout the nation, it is good in Zone 7. When business is good throughout the nation, here it is exceptionally good. That's because Zone 7's wealth is not boomed wealth. Adverse conditions elsewhere can't rock Zone 7's boat. With such well-balanced prosperity further enrichment is certain.

During the last ten years The Tribune, serving this great trading zone, has more than doubled its circulation and advertising volume.

Tribune advertisers who shattered sales records last year are going into 1927 with the conviction that even greater things are ahead. Right here at home is the wealthiest of all America's great trading zones. During 1926 its net income was more than eight BILLION dollars.

Chicago dominates this area. The nearest large city is 283 miles away.

These billions are being spent now! More billions will be earned during 1927. They, too, will be turned into sales. Whether or not you get your share depends on how you go after it!

The Tribune offers an opportunity to sway purchasers in the 1,200,000 families who earn the major part of Zone 7's eight billion dollar net income. It provides far greater coverage of the city of Chicago than any other newspaper, plus a reading by 60% of the families in 1,151 prosperous cities and towns in Zone 7.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

EASTERN ADVERTISING OFFICE, 512 FIFTH AVE., NEW YORK



zone 7

Zone 7's net income is Eight BILLION. 1926 found prosperity concentrated here!

WAGES . . . William Green, president of the American Federation of Labor, says *"The coming year will be as good as, if not better than, 1926 . . . Because wages are high we can do our part in buying the articles industries are turning out in ever increasing quantities. Prospects ahead are good."*
The total gross wages paid, including salaries, bonuses, and commissions, in 1926 in Zone 7 have been conservatively estimated as

. . . . . **$3,000,000,000**
THREE BILLION

DIVIDENDS . . . . Dividends paid to stockholders during 1926 in Zone 7 (the five states of Illinois, Indiana, Iowa, Michigan, and Wisconsin), computed from latest available figures, were

. . . . . **$750,000,000**
SEVEN HUNDRED AND FIFTY MILLION

CROPS . . . During 1926 Zone 7 produced a 586 million dollar corn crop, an 84 million dollar wheat crop, 197 million dollars' worth of oats, and 600 million dollars' worth of other leading farm crops. The total crop production for Zone 7 during 1926 was

. . . . . **$1,500,000,000**
ONE BILLION FIVE HUNDRED MILLION

MANUFACTURED PRODUCTS . . . . . Zone 7 produces approximately one-fifth of all the manufactured products in the United States. The manufacturers of Zone 7 sold their products in 1926 for

. . . . **$25,000,000,000**
TWENTY-FIVE BILLION

AUTOMOBILES . . . . . 21.7% of the 19,520,000 passenger cars in the United States are registered in Zone 7, or 4,235,840 cars. Production during 1926 for the entire country was $3,950,000 cars, of which Zone 7 purchased 850,000 cars. Zone 7 spent on automobiles alone during 1926

. . . . . **$750,000,000**
SEVEN HUNDRED AND FIFTY MILLION

BUILDING CONSTRUCTION . . . . .
One billion five hundred million dollars! That's what Zone 7 spent during 1926 for Building. More than a half billion was spent for residential construction alone! 1926 was a record year in building throughout the nation, and the city of Chicago alone had 430 million dollars' worth.
Total expenditures in building construction for 1926 in Zone 7

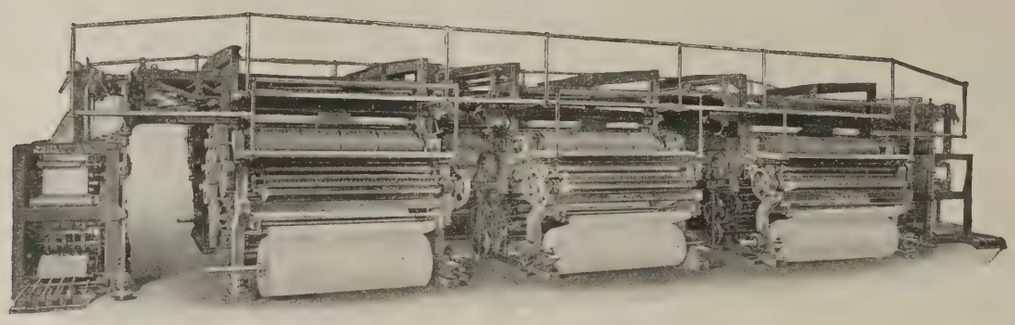
. . . . . **$1,500,000,000**
ONE BILLION FIVE HUNDRED MILLION

BANKS . . . . 1926 showed a gain of .4% over 1925 in savings deposits. Federal Reserve officials state withdrawals from individual accounts on an unprecedented scale. With its savings deposits well in hand, prosperous, well-balanced Zone 7 can afford to spend freely!
Bank clearings for Chicago alone for 1926 were

. . . . **$35,068,000,000**
THIRTY-FIVE BILLION SIXTY-EIGHT MILLION

PROFITS . . . . For 1926 the sale of materials gave the corporations of the five states of Illinois, Indiana, Iowa, Michigan, and Wisconsin a profit of more than

. . . . . **$2,000,000,000**
TWO BILLION



SCOTT *"MULTI-UNIT"* DOUBLE SEXTUPLE PRESS

"THE POWER OF THE PRESS"—

and of the Presses!

No chain is stronger than its weakest link and no Newspaper is stronger than its presses. "The Power of the Press," that shapes and molds opinion, must be backed up by the "power of the presses." Impressive writing demands impressive printing.

Scott *"Straight-Unit"* and *"Multi-Unit"* Presses are of rugged construction and clean design. They are capable of operating at a speed of 36,000 per hour with 33-1/3% additional speed in reserve. Uniform and strong cylinder impressions, superior web control, ease of operation, and many other Scott features insure steadfast reliability and power in production.

Scott

"Multi-Unit" or "Straight-Unit" Presses

Cylinder Speed—400 r. p. m.

WALTER SCOTT & COMPANY

Main Office and Factory - - - - - Plainfield, New Jersey, U. S. A.
New York Office - - - - - - - - - - - 1457 Broadway
Chicago Office - - - - - - - - - - - 1330 Monadnock Block

Cable Address: WALTSCOTT NEW YORK

In January . . . In the World's Greatest Market . . . in FOOD Advertising

first morning newspaper

Herald Tribune carried - 22,676 lines

2nd morning newspaper - - 19,381 "

3rd morning newspaper - - 14,238 "

4th morning newspaper - - 9,119 "

5th morning newspaper - - 3,781 "

6th morning newspaper - - 3,299 "

NEW YORK

Herald Tribune

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

DETROIT
Woodward & Kelly
Fine Arts Building

SAN FRANCISCO
Thomas Emory
618 Market Street

BOSTON
Carroll Judson Swan
933 Park Square Bldg.

DOMINATE

"In Philadelphia nearly everybody reads The Bulletin"

The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

537,974 COPIES A DAY

The circulation of The Bulletin is the largest in Philadelphia

Member of The Associated Press.

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephones, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations. Member Associated Business Papers, Inc.

ol. 59 NEW YORK, FEBRUARY 12, 1927 No. 38

Retail Store Losing Place as Distributor To National Advertiser, Hahn Warns

Warm Discussion of Vital Selling and Advertising Problems Heard at National Convention of Retailers—1,500 Delegates Represent Four Billions Annual Turnover

By ARTHUR ROBB

LMOST a decade has passed since the last shell shrieked over the battlelds of Europe. Military uniforms of 18 are falling into dust. The newspers which thrilled millions with tales disaster, sacrifice, achievement and roism are today brown and brittle. ar memories have passed the days when ey brought shudders into an era of nance and epic of book and movie reen. Stricken nations of Europe are ding a slow and hard road back to sperity. But—

Business men of the United States are ll seeking the remedy for the tremenus economic dislocation that the war and attendant great enhancement of producn facilities brought to the United States. is was the central topic of the address Lew Hahn, managing director of the ational Retail Dry Goods Association, ien 1,500 members of that association presenting a total annual turnover in cess of $4,000,000,000 met for their 16th nual convention in New York this week. Here were 1,500 men, including proietors and chief executives of stores ose business last year totalled an inmprehensible sum and whose expendires for advertising alone would go a ig way toward cutting down the tional debt if they could be so applied. t, even in their magnitude, they repreited only about 6 per cent of the ntry's total retail business last year, cording to the statisticians, who in their e and easy way with big figures, estiite the total retail turnover in 1926 to ve been in excess of $60,000,000,000. is is not unbelievable when equally und estimates of the amount of retail vertising in newspapers last year place at more than $400,000,000, less than one r cent of the total retail volume but a uch more considerable part of the retail lume which represents the sales of adrtising merchants and advertised goods. These people hold in their hands the ys of prosperity, but they are not at sure that they are opening all the ors or all the right doors to that deable state. Some of them fear that in new economic alignment they have lost me of their old powers and that they e in danger of reduction in importance elimination as factors in the trade of nation.

National advertising was the *deus ex achina* which clinched the evil that the ar had wrought. Every industry, with rdly an exception, found itself at the d of the war with the machinery and ganization to produce twice or three nes its pre-war output. Every manucturer in the nature of things desired at organization and equipment to proce its capacity, pushed production to limit, and then looked for a road to rket. National advertising opened the ay.

The result, according to Mr. Hahn, is at industry is constantly on the verge overproduction and has been forced by own necessities to overstep the bounds its own field—production—into that the retailer—distribution.

Weakness of the retail structure even for the ordinary demands of commerce has been charged by manufacturers and was given weight during the war and immediate post-war period by Federal activities which pointed to the retail storekeeper as the principal root of the economic evils which beset the nation's trade. Undoubtedly some of the charges had a basis in fact, but those which were false weighed equally with the true in determining many manufacturers not to trust creation of a demand for their goods entirely to the distributor.

The manufacturer put his first experimental appropriation into national advertising, a branch of endeavor which in 1918 was almost as well known to most manufacturers as Darkest Africa. To the surprise of many, the advertising helped to sell the product; it gave the product a certain additional standing with retailers who, in common with the rest of the post-armistice world, have been looking for the easiest way, be it the best or not. Be it said to the credit of the manufacturing brains, most of them were quick to sense the new force in their business. They found that advertised goods had a place in the mind of the buying public far more permanent and prominent than the run of shelf goods in retailers' hands and it was not long before these thoughts began to run through the mind of the man who made the goods:

"I make the merchandise, I conceived the idea of it, I turn it out of my factory in finished condition, I advertise it, I create the demand. What *does* the retailer do?"

This trend of thought has mortal attributes for the retailer, in the opinion of Mr. Hahn, who warned his hearers that "you must take this for granted—if any factor stops doing a certain thing and allows some other factor to do that thing for him, the time can't be far off when the factor who does the work is the one who is to be paid for doing that work."

For the retailer to fall in with "the national advertising idea," to accept "brand specification as a substitute for quality specification" is to sacrifice his birthright for considerably less than a mess of pottage, and in addition to be untrue to his community responsibility, in Mr. Hahn's opinion.

Mr. Hahn cited some research conducted by a professor of home economics into the value and quality of all obtainable grades of an article widely sold in retail stores. To her amazement, Mr. Hahn related, she found that the article most widely advertised and commanding the highest prices across the counter ranked no higher than fifth in value and quality. At least three articles, not advertised and purchaseable at lower cost by the retailer, gave the consumer more for his money. Why can't retailers do more of this work, Mr. Hahn asked, and then address their people thus:

"Mrs. Public, the reputation of this store stands as your guarantee for the service-giving qualities of the merchandise that we offer you, and we intend always to place at your disposal, regardless of whether it carries a brand, regardless of whether it is nationally advertised or not, the thing that is of the most worth to you."

Mr. Hahn's jeremiad found a partial dissenter when O. H. Cheney, vice-president of the American Exchange Irving Trust Company, took the floor.

"Retailers, and particularly department stores, have it in their power to make or break industries," he said. "By pushing some lines of goods and some styles and keeping others in the background, they can destroy the prosperity of whole industries. They did this to the women's wear, woolen and worsted industry by pushing such lines as silk coats and silk sport clothes beyond the limit. They have done it for years at a time to industries not only in the fashion fields, but also in other industries.

"Fashion and taste determine what people buy, you answer. Where do fashion and taste come from? Who decides that for five years ostrich feathers shall be considered fit only to go with leg-of-mutton sleeves and that now they should be in the best of taste not only for hats and fans, but also for hand-bags, gloves, and parasols? Who decides that mission furniture should go from the living room up to the attic and that colonial furniture should come down from the attic to the living room? I think you gentlemen have more to do with such momentous decisions than you will credit yourselves."

The war and its effects again came before the retailers in a new and bright light in the address of L. E. McGivena, manager of publicity of the *New York Daily News*. Mr. McGivena sees a great new market for the manufacturer in the people dismissed fifteen years ago by the storekeeper as "not quality folks." The great wealth that the war brought has spread through every social stratum, Mr. McGivena declared, citing statistics to prove that the union workman has a third more spending power in 1927 than he had in 1913 and that this extra ability is being used to buy what were luxuries before 1914 turned the world upside down. Only the automobile manufacturer, by adjusting his prices and sales methods to this new audience, has succeeded in selling in any great quantities a large unit purchase.

"Do not underestimate this buyer's intelligence," Mr. McGivena warned. "The sports pages of any metropolitan newspaper print longer and rarer words than does most retail advertising. This nation can read today, and read all price tags.

"As to the other details of your appeal, nobody can say. You must give your copy more body, more guts, more sense, more attraction. Price is not the factor it was ten years ago. And while new records can be made by sales advertising, regular business can be helped by regular sensible educational advertising. One department store in New York City actually found it as easy to sell $600 pianos as $400 stock!

"Sell your merchandise in your advertising. Sell it the way an intelligent, interested, informed salesman sells it. It seems to me that you folks in our great stores have more potential interest, more romance and color and glamour in the things you handle and sell than any other sort of business—excepting only mine, a newspaper. You bring things from all over the world, you gather stocks from all peoples in all countries. Everything the eye falls on has a story. Tell that story in your copy, and make the things you are trying to sell mean more to the people you are trying to sell them to. Here is an imaginary instance that brings out this point:

"In an obscure little village in China, Soo Ling last year wove a rug. The Ling family has been weaving rugs for hundreds of years. They know wool by

(*Continued on page* 50)

OUTLINE OF RETAILERS' VIEWS

Post-war economic dislocation of retail trade still continues to demand a remedy.

"The retailer who accepts broad specification as a substitute for quality specification is sacrificing his birthright."

"Price is not the factor it was ten years ago."

"While new records can be made by sales advertising, regular business can be helped by regular, sensible, educational advertising."

"Sell your merchandise in your advertising; make your copy interesting. * * * Sell your own store to the citizens of your community."

"The modern department store presents more potential interest, romance, color and glamour than any other business—except the newspaper business."

"The union workman in 1927 has a third more spending power than he had in 1913."

"Do not underestimate the workman's intelligence as a buyer. This nation can read today, and read all price tags."

FOSTER RETURNS TO NEWSPAPER WORK AS EDITOR OF HOUSTON PRESS

Founder of Houston Chronicle Who Sold That Paper and Retired in June, 1926, Found Idleness Boresome—Lilley Goes to Washington

MARCELLUS E. FOSTER, who 25 years ago founded the *Houston* (Tex.) *Chronicle* and who sold his paper to Jesse Jones and announced his retirement from newspaper work in June, 1926, this week became editor of the *Houston Press*, Scripps-Howard newspaper, and owner of a substantial block of stock in that paper. He assumed his duties Feb. 7.



Marcellus E. Foster

Mr. Foster's famous column signed "Mefo" which disappeared from the Chronicle when he left, has been revived in the Press.

Mr. Foster succeeds E. J. Lilley as editor, who has held that position since 1922. Mr. Lilley will go to Washington, D. C., to represent the Scripps-Howard newspapers of the Southwest as correspondent.

Announcement of the change was made by G. B. Parker, general editorial executive of the Scripps-Howard newspapers.

The news of Mr. Foster's return to newspaper work brought a steady flow of congratulations in the form of telephone calls, telegrams, and letters.

After the sale of the Chronicle Mr. Foster went to California and spent several months, but enforced idleness quickly palled. In addition he missed keenly his daily column, which won him prominence.

"It is to you people of Houston and of Texas that I desire to talk daily," Mr. Foster wrote on taking his new post. "For twenty-five years I had that privilege, and when I found myself no longer able to think in print—to commend, to criticize, or to argue with you—I soon felt that I had lost much of my life."

In his retirement he was importuned to start another paper and was offered a million dollars from a group of Houston citizens if he would do so. That didn't appeal to him. He knew that Houston had enough newspapers. But when the opporunity to become editor of the Houston Press was presented, he accepted.

In announcing to Houston that he would become editor, the Press said:

"In giving back to the newspaper readers of Texas the writings of M. E. Foster's pen name we feel that we are returning that which has been very keenly missed. We felt the same way some months previously when we returned to the same readers the writings of M. E. Tracy, long associated with Foster in the building of the Houston Chronicle. To be able to present Foster again is one of the most distinct pleasures that has ever befallen the management of the Scripps-Howard Newspapers."

In his first column for the Press, Foster coined a new title unusual in the annals of column-christening. He calls the column "Why" and gave this reason, quoted from the column itself:

"Day after day we (you readers and I) have been around the table or on the porch together, and you and I tried to solve many problems, I would ask Why?, and then we discussed from every angle. I will call this column by that little word of three letters. Sometimes it will be just Why without the question mark. Occasionally it will be an interjection or expletive and then it will be Why with an exclamation mark. Often it will be in the language of one, William Shakespeare, an effort to prove that every why has a wherefore."

In the messages that followed the announcement of Foster's return were contained hundreds of fine acknowledgments of Lilley's work during the five years of his service as editor, and congratulations on his assuming the important Washington position.

Lilley started his 14-year newspaper career in California. Much of his early training was under his father, E. B. Lilley, one of the best known newspapermen of the Middle West. Before C. J. Lilley went to Houston he had been managing editor of the *St. Louis Republic, Los Angeles Record, Norfolk Post* and *Cleveland Press*.

The Press plans a large expansion program following the affiliation of Mr. Foster.

MADDEN SUCCEEDS TITUS

Named Advertising Manager of Brooklyn Eagle This Week

Harry T. Madden who for the past year has handled Manhattan retail advertising accounts for the *Brooklyn Eagle*, has been named advertising manager succeeding Robert V. Titus who resigned recently to become president of the Certified Garages of America Association, Inc., New York.

Mr. Madden has been in advertising and promotion work in New York for the past four years, coming here from St. Paul where he had his own advertising agency, to join the Hearst organization as promotion manager of the *New York American*. Upon resigning from the American he entered business for himself, handling the advertising for several large New York firms. He joined the Eagle about a year ago.

The new advertising manager of the Eagle saw service in France during the war with the First Division. He enlisted as a private in St. Paul at the beginning of the war and left the army with the rank of first lieutenant.

McKEESPORT DAILY QUITS

Evening Journal Suspends Leaving Daily News Alone in Field

The *McKeesport* (Pa.) *Evening Journal*, which has been published daily except Sunday by the McKeesport Journal, Inc., suspended publication Feb. 8. The circulation and machinery was taken over by the *McKeesport Daily News*.

The Journal was first published July 13, 1925. The officers of the company are Dr. F. Tho Nason, president; J. T. McLane, vice-president; G. P. Gamble, secretary, and J. Audley Pierce, treasurer. With the discontinuance of the Journal there will be only one daily newspaper in McKeesport, the News, published by the Daily News Publishing Company, of which Senator W. D. Mansfield is president.

EDITOR & PUBLISHER CALENDAR

Feb. 15-16—Inland Daily Press Assn., meeting, Palmer House, Chicago.

Feb. 16-17—South Dakota Press Assn., winter meeting, Sioux Falls.

Feb. 17-19—Washington Press Assn., midwinter institute, University of Washington, Seattle.

Feb. 17-19—Nebraska Press Assn., meeting, Lincoln, Neb.

Feb. 17-19—Iowa Press Assn., annual meeting, Des Moines, Ia.

Feb. 18-19—Indiana Weekly Press Assn., Indianapolis, Ind.

Feb. 18-19—Minnesota Editorial Assn., annual meeting, St. Paul.

Feb. 19—United Newspapers of Iowa, business meeting, Des Moines.

Feb. 25-26—International Advertising Assn., 11th District, Greeley, Colorado.

A. P. ASKS N. Y. WORLD TO EXPLAIN EDITORIALS

Executive Committee Summons Swope—Accuracy of Paper's Information on "Bolshevik Hegemony" Dispatch Questioned

Herbert Bayard Swope, member of the Associated Press for the *New York World*, has been asked to appear before the next meeting of the A. P. executive committee at New York headquarters, March 14, to explain the editorials published by the World regarding the A. P. "Bolshevist hegemony" dispatch, which followed the interview granted three Washington correspondents by Assistant Secretary of State Olds.



Herbert B. Swope

It is understood that the A. P. is not questioning the right of the World to its own opinions, but rather to the accuracy of those opinions. The World is expected to make an issue of the case.

No citation has been issued against the World, Editor & Publisher was informed at A. P. headquarters. Citations are returnable only to the board of directors, which will not meet until April 19.

The objection to the World's editorials, which criticized directly and by inference, the Associated Press, is based on what is known to be a policy of the co-operative body that members with complaints or inquiries to make should make them before the A. P. rather than air them in public. It is the general belief that the World could be cited on the grounds that the editorials violated Section 1, Article XI of the by-laws, in that they might be deemed of such a character as to be prejudicial to the interests and welfare of the corporation and its members. A. P. members, at their annual meeting, or at a meeting called for the purpose, are empowered to expel a member for such a violation, if it is proved.

The World is uncertain as to which editorial the Associated Press is questioning, since a total of eight have been published between Nov. 25 and Jan. 5 on the Olds interview and the part played by the A. P. in its dissemination.

TEXAS PAPER BUYS PLANT

The *Amarillo* (Tex.) *News-Globe* has purchased the lot and building in which the newspaper plant is located. Addition of two more floors is contemplated.

VANDERBILT JR., JOI NEW YORK MIRROR

Former Tabloid Publisher Named As ciate Editor of Hearst Daily—Declares Intention of Paying Off His Debts

Cornelius Vanderbilt, Jr., has been pointed associate editor of the *New Y Daily Mirror*, morning tabloid, effect Feb. 14, Philip A. Payne, managing editor, announced this week. Mr. Vanderbilt will conduct a daily signed editorial column, which will probably be entitled, "Now."



Cornelius Vanderb Jr.

Prior to the announcement of his appointment, the tabloid benefited by considerable publicity in many New York and out-of-town papers given former young publisher of three tabl newspapers. On Feb. 4, Vanderb granted a reporter of the *New Y Times* an interview, in which he revea himself as a poor over-worked pot-boil living in a two-room apartment, doing own cooking, and turning out magaz articles, motion picture scenarios and novel at top speed, in an effort to pay his debts. Since his debts, including obligations of his newspapers are in neighborhood of $3,000,000, he admitt it is a formidable task.

"I'm going to pay off every penny owe, if it takes me 50 years," Mr. Va derbilt told the Times reporter.

Mr. Vanderbilt's tiny apartment is the seventh floor rear at 741 Fifth a nue, New York, over a toy shop and rectly across the way from the famo chateau of his grandmother, Mrs. W liam K. Vanderbilt, now bei demolished.

He formerly was president of Vand bilt Newspapers, Inc., which publish the *Los Angeles Daily News, Mia Daily Tab*, and *San Francisco Hera* tabloids. The company is now in ceivership, the Tab and the Herald ha ing suspended. The Los Angeles Ne is being published by a stockholde group which purchased the paper fr the Vanderbilt organization.

ENDORSE MELLETT LECTURESH

Prominent Editors Praise Proj Launched by Professor Lee

James Melvin Lee, director of t School of Journalism of the New Yo University, advises Editor & Publish that his project to organize a lecturesh as a memorial to the late Don R. Mell is meeting with hearty response fr newspaper men.

This week Erie C. Hopwood, editor the *Cleveland Plain Dealer* and preside of the American Society of Newspap Editors, sent to Mr. Lee the followi letter:

"The Mellett Memorial Lecturesh is a fine idea. It ought to do mu to perpetuate the memory of Don M lett and to establish his supreme sacrif as one of the notable events in Ame can journalism."

Other editors who have endorsed t Mellett Memorial Lectureship are Fr mont Older, editor, *San Francisco Ca* Willis J. Abbot, editor, *Christian Scien Monitor*. A donation has also been r ceived from the *Pueblo* (Col.) *St Journal*.

DANIEL E. SULLIVAN DEAD

Daniel E. Sullivan, founder of t *Pawtuxet Valley* (R. I.) *Daily Tim* died in Pawtucket, R. I., Feb. 7. Un recently he has been connected with t *Providence Journal*. At one time he w circulation manager of the old *New Yo Herald*.

VICE SOCIETY HALES N. Y. GRAPHIC TO COURT

Macfadden, Publisher, and Gauvreau, M. E., Among Four Summoned Over Tabloid's Play of Browning Story—Case Postponed Until Feb. 24 — Paper Attacks Society in News and Editorials

NEW YORK'S SOCIETY for the Suppression of Vice and the *New York Evening Graphic* have locked horns over the Macfadden tabloid's play of the Browning-Browning separation story.

John S. Sumner, the society's secretary, swore to complaints last week, haling Emil Gauvreau, the Graphic's managing editor, O. Scattergood, circulation manager, and Catherine Slowey, a business office employe, into Tombs court before Magistrate Corrigan, charged with violation of a section of the state penal code dealing with the sale and distribution of printed matter containing stories of lustful deeds, crime news and other objectionable matter. A hearing on the charge was postponed to Feb. 24.

The Graphic countered on Feb. 9 with a front page attack on Mr. Sumner originating when Assemblyman Frederick L. Hackenburg, of Yorkville, introduced a bill in the state legislature demanding suppression of the Society for the Suppression of Vice.

The tabloid quoted Assemblyman Hackenburg as saying in part:

"Comstockism and Sumnerism have made us ridiculous in the eyes of the world.

"For fifty-four years, under enormous powers which the legislature of New York should have never granted to a private society, including the right to summon to its aid the entire police force of the city of New York, and the amazing privilege of retaining one-half of the fines collected by them, the agents of the New York Society for Suppression of Vice have injected themselves into everybody's business.

"They have tried to stick their blue noses into the affairs of the entire nation.

"If a criminal law is broken, the constituted authorities should proceed toward enforcement. An important matter of this sort should not be left to the initiative of a privately controlled and personally prejudiced group of individuals."

Later in the week Mr. Sumner made this statement: "We never have received any portion of any fines," he said. "The original charter provided the society should get half the fines, but at our own request a subsequent act repealed this provision." He said Hackenburg had long been criticising the society. With Frankin Ellenbogen, representing Bernarr Macfadden, who was also summoned on Mr. Sumner's complaint, the three employes of the Graphic were in court last Saturday morning. A postponement of the hearing until Feb. 24 was asked and granted. Magistrate Corrigan will continue to preside over the hearing which is scheduled for Yorkville court.

Mr. Ellenbogen announced the Graphic would admit the sale of 600,000 copies daily containing the Browning story and stated the defense plea would be based mainly on the premise that the law invoked by Mr. Sumner is an infringement of the constitutional guarantee of freedom of the press.

"The case against the Graphic represents the first time this law has been made the basis of a complaint against a newspaper," Mr. Ellenbogen said. "In the interest of the entire press of the state, we hope to obtain an adjudication of it."

The law, section number 1,141 of the state penal code, the passage of which was obtained when the late Anthony Comstock was fighting the old *Police Gazette*, says:

"Any person who prints, utters, publishes, sells, lends, gives away or shows, or has in his possession with intent to sell, lend, give away or show, or otherwise offers for sale, loan, gift or distribution, any book, pamphlet, magazine, newspaper or other printed paper devoted to the publication, and principally made up, of criminal news, police reports, or accounts of criminal deeds, or pictures, or stories of deeds of bloodshed, lust or crime * * * is guilty of a misdemeanor, and, upon conviction, shall be sentenced to not less than ten days nor more than one year imprisonment or be fined not less than $50 nor more than $1,000, or both fine and imprisonment, for each offense."

Summons to answer the vice society's complaint in court named the publisher, the managing editor, circulation manager, and business office employe, but under the law Mr. Sumner could have served every employe working on the Graphic. Miss Slowey was brought to court and included in the complaint, because it was from her that an agent of the society purchased a copy of the tabloid.

In the corridor, after the hearing Saturday, Mr. Sumner said he had received many complaints regarding the way the Graphic had handled the Browning case. One of them, was from the Brooklyn Children's Society.

The objections, according to Mr. Sumner, were chiefly against the so-called "composite pictures," which the Graphic has been playing on its first page, but the complaints also included the text.

"The Graphic has acted like a small child trying to be nasty," Mr. Sumner said to EDITOR & PUBLISHER. "Its stories on the Browning case have been simple, inane and foolish, with a strain of dangerous filth running through them harmful to all society. It is a terrible example of the length people will go to obtain circulation for a newspaper. All ethics of the publishing profession have been ignored.

"Censorship of the press is impossible and unnecessary. All we need is the backing of public opinion to make available laws effective. If we are able to satisfy the court that the Graphic broke a law by the way it covered the Browning case, there is another section of the Penal Code which we believe is applicable.

"This is section 1530 and provides that any act unlawfully done which offends public decency is a misdemeanor."

Bernarr Macfadden has been in trouble several times with the New York and New Jersey authorities over the dissemination of physical culture literature. In 1907 he was arrested at his so-called Physical Culture City in New Jersey for sending objectionable literature through the mails. He was convicted in the United States Court and sentenced to two years' imprisonment and fined $2,000. President Taft remitted his prison sentence. Macfadden was released upon the payment of the fine and costs.

In October, 1905, Anthony Comstock caused his arrest for exhibiting objectionable posters. He received a suspended sentence in Special Sessions at that time.

While existing laws are being invoked by the New York Society for the Suppression of Vice in efforts to curb alleged smut publishing in New York, the printing of salacious testimony in divorce, separation and breach of promise actions was condemned in a resolution presented in the State Assembly in Albany, Feb. 7.

"This testimony is a cesspool of human depravity and its publication and dissemination in conversation and the public press demoralizes the youth of the country," the resolution said, adding that the people of the state believe in the freedom of the press "but not license of filth."

The resolution declared that existing civil and criminal laws were ample "to suppress and punish the violations of the law by the press and the theatrical profession" and called on all authorities to punish the violators.

The *New York Sun* joined other standard sized dailies in attacking the New York Evening Graphic in an editorial entitled "The Way To Clean Is To Clean," which was published Feb. 5.

"There is a lot of talk about the need of new laws and censorships," the editorial stated in part. "The law against printing of obscenity is clear and plain as it stands. The only trouble is that it is not enforced. For weeks one of the tabloid publications has violated the law in letter and spirit. So far as we know the Grand Juries have done nothing about it. * * *

"The way to clean is to clean. The means of doing it are at hand now. There is no need of waiting on debates over new laws, new methods of private censorship."

Bernarr Macfadden in a signed editorial presented his opinion of existing laws by a tirade against Comstock and by asserting:

"Poor, misguided people of this sort (Mr. Comstock) think that by merely creating a law which is to suppress the printed presentation of lascivious literature, the evil will be remedied.

"The place to remedy this evil is at its source."

Standard-sized papers gave prominence this week to a speech by George W. Alger before the Women's City Clubs, in which he branded the tabloids as "a public nuisance" and said that nothing in the sensational journalism of 30 years ago could compare with them for their effect upon the community.

"If there is any one new cause of delinquency among our youth nowadays," Mr. Alger said, "it is the tabloid newspaper. It isn't even journalism in the true sense. The sole business of its editors is handling news to create sensations and exploit crime and indecency."

Mr. Ellenbogen anclared, however, that he did not favor censorship.

"We have got to establish a new sense of balance and public conscience."

"—WHICH SAVES ME A VERY UNPLEASANT JOB"



Drawn for Editor & Publisher by Harry Bressler.

THE MAKERS, PROMOTERS AND SELLERS OF HEARST SPACE



HEARST DISPLAY ADVERTISIN MANAGERS at Baltimore Conference l week—Back Row Standing—E. N. Ch fant, *New York American;* Con Heck *Albany Times-Union;* Erwin J. W. Hub *Rochester Journal-American;* Willi Nugent, *Boston American;* A. Weiss bach, *Milwaukee Wisconsin News;* Jes W. Fleck, *Syracuse Journal-American;* G. Hobson, *New York Evening Journ* L. Boone; Wilbur Arthur, *New Yo American;* Franklin Payne, R C. Brow *New York Evening Journal;* R. M. R nolds, *Atlanta Georgian-American.* Seat (left to right)—J. Boyle, *New York Da Mirror;* T. Ed. Cavanagh, Albany Tim Union; S. P. Bartlett, *Los Angeles E aminer;* W. E. Anderman, *Detroit Time* H. A. Stretch; Robert E. Joyce, *Was ington Times & Herald;* C. B. Fox, Ne York American; W. E. Peters, *Seatt Post-Intelligencer.* Mr. Bartlett presid at the group meetings.



HEARST PROMOTION MANAGERS at Baltimore Conference last week—Left to right, standing—J. B. Hazen, *Boston Daily Advertiser;* J. P. Fallon, *New York Evening Journal;* E. H. Godfrey, *Atlanta Georgian-American;* William F. Hart, *New York Daily Mirror;* Bryan Morse, *Washington Times & Herald;* Bruce Mann, *Rochester Journal-American;* Truman Bailey, *San Francisco Examiner;* Eugene Beaupre, *New York Evening Journal;* James G. Fernald, New York Daily Mirror; G. Sumner Collins, *Wisconsin News;* Tom J. Sinnott, *Boston American and Advertiser.* Seated (left to right)—S. C. Herman, *Albany Times-Union;* C. O. Davis, *Los Angeles Examiner;* C. E. Austin, *Chicago Herald & Examiner;* E. M. Carney, supervisor of promotion, Hearst Newspapers; A. L. Carmical, *Chicago Evening American;* E. A. Convery, *Baltimore News & American;* Meredith R. Pratt, *Los Angeles Evening Herald;* L. J. F. Moore, general promotion department.

ROSE LEAVING BUFFALO TO JOIN HEARST

Managing Editor of News Will Work in Editorial Capacity—Succeeded by Kirchhofer, Washington Correspondent

Appointment of Marc A. Rose, managing editor of the *Buffalo Evening News,* to the Hearst organization in an



A. H. Kirchhofer



Marc A. Rose

editorial capacity was announced this week in New York. What position Mr. Rose would assume was not made public. The appointment is effective immediately.

Mr. Rose has been managing editor of the Buffalo paper since 1920. He is now 39, and has been in newspaper work since he was 12, when he started as part-time reporter on the *Waukegan* (Ill.) *Sun.* He worked successively on the *Joliet* (Ill.) *Herald,* the *New Orleans Times-Democrat* and the *Atlanta Georgian.*

He has had New York experience with the old *New York Press* and later on the *New York Sun.* He was assistant city editor of the latter paper in 1920, when he left to become managing editor of the Buffalo Evening News.

Alfred H. Kirchhofer, Washington correspondent of the News, will succeed Mr. Rose as managing editor. Mr. Kirchhofer came to Washington for the News in 1921, and since that time has forged to the front rank in the corps of correspondents. He has been very active in the affairs of the National Press Club, which unanimously elected him president in December last. In various club capacities he has taken the lead in instituting reforms which have turned deficits into a surplus. Outstanding in his support of the National Press building project, Mr. Kirchhofer is a director of the building corporation, whose common stock in its entirety is owned by the National Press Club and is a member of its executive and finance committees.

Mr. Kirchhofer has been with the *Buffalo News* a dozen years, first doing general reporting, then desk work, next serving four years as Albany correspondent and coming to Washington six years ago.

Louis Ludlow, veteran Washington correspondent will, as vice-president of the National Press Club, automatically succeed Mr. Kirchhofer as president when the latter retires. Mr. Ludlow, long a familiar figure in newspaper circles at the national capital, a few months ago staged a comeback after a serious illness that almost cost him his life. He surprised his many Washington friends by returning from Johns Hopkins Hospital, Baltimore, after having been reported at the point of death. He signalized his return by being elected vice-president of the National Press Club at its last election. Mr. Ludlow is the Washington correspondent of the *Cincinnati Commercial Tribune, Columbus Dispatch, Columbus Ohio State Journal,* and other Ohio newspapers. He is also correspondent for the *Denver Post, Spokane Chronicle,* and *Louisville Herald-Post.*

PLEASED WITH CONFERENCE

W. R. Hearst Wires Executives Regrets He Was Unable to Attend

Regret that he was unable to attend the annual conference of his executives was expressed by William Randolph Hearst in a telegram received by the conference delegates just prior to adjournment Feb. 2, in Baltimore.

In the telegram, the context of which were made public this week at the Hearst executive offices in New York, Mr. Hearst also thanked the officials gathered at the conference for their felicitations extended to him in telegrams he had received from them in California.

"I am sure the session was agreeable and beneficial for all," Mr. Hearst telegraphed. "I am very sorry I was not there, as I would have greatly enjoyed meeting you all, hearing all that was said, and learning all I could from your experience and your ideas."

NEW AD CLUB EXECUTIVE

J. R. Bolton Succeeds Jackson as Secretary of New York Group

Joseph R. Bolton, formerly sales manager of the Dictograph Products Corporation, on Feb. 7, became executive secretary of the Advertising Club of New York, succeeding Clinton Jackson, resigned.



Joseph R. Bolton

Mr. Bolton started his business career with the old Edison General Electric Company. Following this he spent 10 years in the mail order field, five years with the National Cloak and Suit Company and five years with Perry Dame & Co. He then spent another five years in sales promotion work for several national advertisers, including the Royal Typewriter Company, Borden Milk Company and the Carbona Products Company. In 1921 he joined the staff of the Retail Millinery Association as treasurer and business manager, where he remained four years. Since 1925 he has been with the Dictograph Company.

The new executive secretary was introduced to all Advertising Club employes by President Charles C. Green at a meeting at the club Feb. 5.

O. C. HARN NEW A. B. C. MANAGING DIRECTOR

reau President Named to Succeed Stanley Clague—Philip L. Thomson Elected President—Both Former Newspaper Men—Bureau Expansion Contemplated

C. HARN, for the past six years president of the Audit Bureau of ulations, was appointed managing di- r of the bureau to succeed the late ley Clague at a meeting of the board irectors held in New York Feb. 3. he same time Philip L. Thomson, icity manager of the Western Elec- Company, was elected president in ssion to Mr. Harn.

r. Harn will assume his new duties h 1, when his resignation as adver- manager of the National Lead pany, will become effective. Edward dler, chief auditor, is in temporary ge of the bureau.

ie new managing director and presi- of the bureau will be guests of r at a luncheon to be given them on 17 by the Advertising Club of New . Gil Hodges of the *New York* is in charge of the luncheon ar- ements.

erviewed by EDITOR & PUBLISHER in ago this week, Mr. Harn, who was en route to Milwaukee on National Company business, revealed that he w giving careful consideration to score of expansion suggestions, h have been made during the last and which he believes may be worked n the near future.

. Harn said:

here is little I can say in the way tlining the future. Policies are the ess of the board of directors. The ger is the executive who directs the tions in accordance with the ideas e board.

s yet, I have not had an opportunity lk over things with Mr. Thompson, ew president. I do not believe the tors would ask me even to recom- anything new for their considera- until I have had time to get fairly d in my new job.

will say this, however, not so much y capacity as manager but as one had, until a few days ago, been a tor, that I believe there are a num- f ways in which the service of the u can be made of increasing help- ss to members.

ne of these is in making the work ie bureau better understood. With er understanding will come greater athy and enthusiastic co-operation. have not had the facilities for this e, but the members of the new l have intimated their willingness to y the means and I believe plans can rked out.

uring the past year some very con- ive suggestions have been made by ers of the bureau, some of which d impractical at the time, but n may become perfectly feasible in ear future. I have memoranda of ese suggestions and intend getting uch with their authors in order to ore fully into them.

me of the things apparently de- by agents and advertisers are ed for the present by the lack of liction of the bureau over machinery tribution, such as the further anal- f newsstand sales. Nevertheless, I e in keeping all such demands in in again surveying the situation time to time, because I have fre- ly found that what was impossible day is often possible today.

short, I shall keep my ears very open to suggestions and while I from past expereince in other lines siness that never are all suggestions , the only way to cash in on the ble ones is to examine all.

he other thing occurs to me as il- ting my personal attitude toward ob. I am not too proud to admit a ke when I make one, and I often I hope my many friends who have ssed themselves so cordially on my sion to the position will bear with me in times when they don't agree with me.

"I approach the many big problems of the work with enthusiasm."

Mr. Thomson, the new president, was sought out by EDITOR & PUBLISHER, at his New York office.

"I feel sure," he said, "that the publishing and advertising world will look upon Mr. Harn's succession to the position of managing director as the best possible insurance that the great work of the A. B. C. will be continued and will be further developed.

"When a man who has been identified for more than 20 years with a great manufacturing organization and has been a leader in the advertising world is willing to give up such an association it augurs well for the future of audited circulation.

"Mr. Harn's early experience was in the newspaper field. His more recent business connection was with an advertiser. In the meantime as one of the organizers and a director of the A. B. C. and as president for the past six years, he has had an unequalled opportunity to see all sides of the problems relating to circulation. He can, therefore, be expected to approach these problems not from any partisan or one-sided viewpoint, but with a knowledge of all the interests involved and an understanding of the necessity for safeguarding these interests.

"The whole cause of sound publishing and sound advertising stands to be benefitted by the experience and leadership Mr. Harn will bring as the operating head of the A. B. C."



O. C. Harn



P. L. Thomson

Mr. Harn was born in Dayton, O., and educated at Ohio Wesleyan and Cornell Universities. His first business experience was as a clerk in a bookstore. This was while he was working his way through college. When he was graduated, he became a reporter for the *Cleveland Leader*. Later he became telegraph editor of the *Cleveland Press*, and agent for the Scripps-McRae Press Association.

From this latter work, Mr. Harn went into trade journalism in Cleveland as editor and manager of a grocery paper. There he began writing advertisements for his clients. One of the clients was the H. J. Heinz Company of Pittsburgh, and he subsequently was appointed advertising manager of this firm.

After a year with the Heinz company, he took a similar position with the National Lead Company, in 1905, and has been there since. When Mr. Harn first became associated with the National Lead Company, it had no national trade mark. Its white lead brands had only local prestige. To make general advertising possible, Mr. Harn originated the "Dutch Boy Painter," as the company's trade mark.

Mr. Harn was one of the organizers of the Association of National Advertising Managers and was its second president. He was also president of the Technical Publicity Association for two terms. For four years he was chairman of the National Advertising Commission of the Associated Advertising Clubs of the World, now called the Advertising Commission of the International Advertising Association. He was also a member of the executive committee of the I. A. A. He is at present president of the New York Sales Managers' Club.

During the last several years, Mr. Harn has devoted considerable attention to the co-operative advertising campaign of the paint and varnish industry, known as the Save-the-Surface Campaign. He is a member of the executive committee conducting the campaign and chairman of its sub-committee.

Philip L. Thomson, newly elected president of the Audit Bureau of Circulations, was born in Schenectady, New York. He graduated from Union College in 1900 and from Harvard in 1902. During the period he was in college and in the year following he was engaged in newspaper work.

He began his business career in 1903 in the Chicago office of the Western Electric Company. From 1906 to 1911 he was manager of its Pittsburgh office, and was then called to New York to take charge of the company's advertising. For fifteen years he has been its manager.

Mr. Thomson was for seven years a director of the Association of National Advertisers and its president in 1923 and 1924. He has been a director of the Audit Bureau of Circulations since 1925. He has rendered conspicuous service in the National Electric Light Association and other organizations of the electrical industry, and has been a frequent contributor to magazines. In 1925 he received the honorary degree of M. A. from Union College.

His home is in Glen Ridge, New Jersey.

NOTABLES TO HELP CARTOONISTS HONOR DEANS OF CRAFT



Cartoonists who are arranging dinner for Rogers, Gibson and Opper—Top row (left to right)—Maurice Ketten, *New York World*; Eddie McBride, *New York Herald Tribune*; Rube Goldberg, McNaught Syndicate, chairman entertainment committee; Herbert Johnson, *Saturday Evening Post*; C. R. Macauley, chairman general committee; Bottom row—Harry Hershfield, King Features; Clare Briggs, *New York Herald Tribune*; Tony Sarg, illustrator; Richard F. Outcault, retired; Winsor McCay, *New York Herald Tribune*; Eugene Bisbee, executive secretary.

MEN of large affairs in the industry and arts of the country have been invited to be guests of the Cartoonists of America, which body will honor three deans of their profession at a dinner in the Hotel Astor on the evening of March 18, 1927.

Judge Elbert H. Gary, chairman of the board of the United States Steel Corporation; Chauncey Depew, chairman of the board of the New York Central Lines; Gen. Pershing; Gov. Alfred E. Smith; Mayor James J. Walker, and publishers and editors of leading newspapers are expected to attend.

The entertainment committee, headed by Rube Goldberg, is busy with its plans for a show of its own on that Friday evening when the hosts gather to honor W. A. Rogers, Charles Dana Gibson and Fred B. Opper, while the professional entertainers are flocking to the standard and will offer a rare treat to the diners. Both programs are to be a surprise.

Ladies will be welcomed to the balcony of the grand ballrom after 10:30 o'clock, where refreshments will be served them.

DECEMBER LINAGE DROPPED SLIGHTLY BEHIND 1925

FOLLOWING are comparative linage statistics for December, 1926-1925, as compiled by the New York Evening Post Statistical Department, Inc.

SUMMARY OF ADVERTISING BY CITIES

30 cities listed — 10 show gain — 20 show loss
131 papers listed — 53 show gain — 75 show loss
5 no comparison.

	1926	1925	
New York	14,731,697	15,369,510	637,813 Loss
Chicago	7,503,963	7,643,157	139,194 Loss
Philadelphia	6,417,300	6,988,200	570,900 Loss
Detroit	4,993,982	5,527,536	533,554 Loss
Cleveland	3,752,175	4,071,675	319,500 Loss
St. Louis	4,556,340	4,485,180	71,160 Gain
Boston	6,893,269	7,051,937	158,668 Loss
Baltimore	4,466,247	4,524,654	58,407 Loss
Los Angeles	6,981,057	7,043,124	62,067 Loss
Buffalo	3,498,743	4,125,085	626,342 Loss
San Francisco	4,671,008	4,880,225	209,217 Loss
Milwaukee	3,209,876	3,197,765	12,111 Gain
Washington	5,192,799	5,162,693	30,106 Gain
Cincinnati	3,879,600	3,962,100	82,500 Loss
New Orleans	4,645,478	4,888,088	242,610 Loss
Minneapolis	2,888,039	3,069,615	181,576 Loss
Seattle	3,001,404	2,940,152	61,252 Gain
Indianapolis	3,381,780	3,475,818	94,038 Loss
Denver	2,619,344	2,602,908	16,436 Gain
Providence	2,998,877	3,036,642	37,765 Loss
Columbus	3,708,259	3,893,233	184,974 Loss
Louisville	3,687,875	3,360,438	327,437 Gain
St. Paul	2,351,776	2,436,490	84,714 Loss
Oakland	2,696,106	2,717,078	20,972 Loss
Omaha	1,820,119	1,976,226	156,107 Loss
Birmingham	2,804,732	2,731,274	73,458 Gain
Richmond	2,221,548	2,193,150	28,398 Gain
Dayton	3,454,626	3,314,696	139,930 Gain
Houston	3,135,426	2,944,922	190,504 Gain
Des Moines	1,896,299	1,934,807	38,508 Loss
Totals	128,059,744	131,548,378	3,488,634 Loss

NEW YORK

	1926	1925	
American	953,722	1,174,814	221,092 Loss
Herald Trib.	1,536,518	1,624,818	88,300 Loss
Times	2,358,539	2,509,050	150,511 Loss
World	1,158,502	1,398,756	240,254 Loss
*Mirror (Tab.)	371,703	366,460	5,243 Gain
News (Tab.)	782,492	708,884	73,608 Gain
*Eve Graphic	350,343	247,658	102,685 Gain
*Eve Journal	1,358,649	1,439,250	80,601 Loss
*Eve Post	551,607	543,690	7,917 Gain
*Eve World	910,676	920,202	9,526 Loss
*Sun	1,530,015	1,571,906	41,891 Loss
*Telegram	499,285	521,188	21,903 Loss
Bklyn Eagle	1,351,598	1,310,882	40,716 Gain
Bklyn Times	570,692	552,428	18,264 Gain
Standard Un.	447,356	479,524	32,168 Loss
Totals	14,731,697	15,369,510	637,813 Loss

CHICAGO

	1926	1925	
*Daily News	1,786,506	1,747,698	38,808 Gain
Tribune	2,421,303	2,559,360	138,057 Loss
Herald-Examiner	1,062,435	1,099,332	36,897 Loss
*Post	528,492	564,945	36,453 Loss
*American	1,257,468	1,205,724	51,744 Gain
*Journal	447,759	466,098	18,339 Loss
Totals	7,503,963	7,643,157	139,194 Loss

PHILADELPHIA

	1926	1925	
Inquirer	1,684,800	1,837,800	153,000 Loss
Record	728,100	809,100	81,000 Loss
Ledger	1,222,200	1,311,600	89,400 Loss
*Eve Ledger	1,263,600	1,286,400	22,800 Loss
*Bulletin	1,518,600	1,743,300	224,700 Loss
Totals	6,417,300	6,988,200	570,900 Loss

DETROIT

	1926	1925	
News	2,587,746	2,940,882	353,136 Loss
Times	1,178,968	1,206,100	27,132 Loss
Free Press	1,227,268	1,380,554	153,286 Loss
Totals	4,993,982	5,527,536	533,554 Loss

CLEVELAND

	1926	1925	
Plain Dealer	1,433,100	1,639,575	206,475 Loss
News-Leader	1,051,500	1,151,175	99,675 Loss
*Press	1,267,575	1,280,925	13,350 Loss
Totals	3,752,175	4,071,675	319,500 Loss

ST. LOUIS

	1926	1925	
Post-Dispatch	2,172,240	2,114,280	57,960 Gain
Globe-Democrat	1,272,900	1,290,000	17,100 Loss
*Star	687,000	684,900	2,100 Gain
Times	424,200	396,000	28,200 Gain
Totals	4,556,340	4,485,180	71,160 Gain

* No Sunday edition.

BOSTON

	1926	1925	
Herald	1,449,184	1,501,961	52,777 Loss
Globe	1,280,626	1,298,710	18,084 Loss
Post	1,148,355	1,156,884	8,529 Loss
Advertiser	548,150	479,637	68,513 Gain
*American	554,192	480,243	73,949 Gain
*Traveler	1,189,868	1,202,346	12,478 Loss
*Transcript	722,894	702,133	20,761 Gain
*Telegram	.....	230,023	.....
Totals	6,893,269	7,051,937	158,668 Loss

Telegram discontinued November, 1926.

BALTIMORE

	1926	1925	
Sun	1,335,866	1,408,575	72,709 Loss
*Eve Sun	1,572,267	1,581,165	8,898 Loss
American	506,059	472,645	33,414 Gain
*News	672,592	672,676	84 Loss
*Post	379,463	389,593	10,130 Loss
Totals	4,466,247	4,524,654	58,407 Loss

LOS ANGELES

	1926	1925	
Times	2,164,890	2,111,144	53,746 Gain
Examiner	1,808,407	1,899,496	91,089 Loss
*Express	789,880	834,134	44,254 Loss
*Herald	1,468,404	1,438,038	30,366 Gain
*Record	497,238	493,500	3,738 Gain
*News	252,238	266,812	14,574 Loss
Totals	6,981,057	7,043,124	62,067 Loss

News Sunday edition suspended publication May 2, 1926.

BUFFALO

	1926	1925	
Express	.....	580,804	.....
Courier	960,397	762,486	197,911 Gain
Post	.....	100,433	.....
Times	1,306,343	1,253,545	52,798 Gain
*Star	.....	136,665	.....
*News	1,232,003	1,291,152	59,149 Loss
Totals	3,498,743	4,125,085	626,342 Loss

Post discontinued February, 1926. Express and Star combined with Courier, June 19, 1926.

SAN FRANCISCO

	1926	1925	
Chronicle	938,686	954,534	15,848 Loss
Examiner	1,619,372	1,636,677	17,305 Loss
Bulletin	500,164	536,158	35,994 Loss
*Call	932,540	873,810	58,730 Gain
*News	680,246	723,156	42,910 Loss
*Herald	.....	155,890	.....
Totals	4,671,008	4,880,225	209,217 Loss

Herald discontinued May 5, 1926.

MILWAUKEE

	1926	1925	
Journal	1,544,209	1,552,455	8,246 Loss
Sentinel-Telegram and Morning Sentinel	591,420	592,806	1,386 Loss
*Leader	297,301	311,279	13,978 Loss
*Wis. News	776,946	741,225	35,721 Gain
Totals	3,209,876	3,197,765	12,111 Gain

WASHINGTON

	1926	1925	
Star	2,587,822	2,605,283	17,461 Loss
Post	986,695	956,353	30,342 Gain
*Eve Times	698,389	852,745	154,356 Loss
Herald	652,361	504,883	147,478 Gain
*Eve News	267,532	243,429	24,103 Gain
Totals	5,192,799	5,162,693	30,106 Gain

CINCINNATI

	1926	1925	
*Post	901,800	864,600	37,200 Gain
*Times-Star	1,369,500	1,384,500	15,000 Loss
Enquirer	1,243,200	1,365,300	122,100 Loss
Tribune	365,100	347,700	17,400 Gain
Totals	3,879,600	3,962,100	82,500 Loss

NEW ORLEANS

	1926	1925	
Times-Picayune	1,811,433	1,858,988	47,555 Loss
Item	1,152,172	1,256,551	104,379 Loss
States	1,085,452	1,056,864	28,588 Gain
*Tribune	596,421	715,685	119,264 Loss
Totals	4,645,478	4,888,088	242,610 Loss

MINNEAPOLIS

	1926	1925	
Tribune	1,194,540	1,291,379	96,839 Loss
Journal	1,214,231	1,325,549	111,318 Loss
*Star	479,268	452,687	26,581 Gain
Totals	2,888,039	3,069,615	181,576 Loss

SEATTLE

	1926	1925	
Times	1,412,922	1,398,586	14,336 Gain
Post-Intelligencer	904,008	803,292	100,716 Gain
*Star	553,420	589,300	35,880 Loss
*Union-Record	131,054	148,974	17,920 Loss
Totals	3,001,404	2,940,152	61,252 Gain

INDIANAPOLIS

	1926	1925	
*News	1,635,240	1,639,482	4,242
Star	1,200,351	1,222,341	21,990
*Times	546,189	613,995	67,806
Totals	3,381,780	3,475,818	94,038

DENVER

	1926	1925	
News	694,372	678,944	15,428
Post	1,292,564	1,407,896	115,332
*Evening News	632,408	516,068	116,340
Totals	2,619,344	2,602,908	16,436

PROVIDENCE

	1926	1925	
Journal	895,970	993,906	97,936
*Bulletin	1,265,891	1,192,385	73,506
Tribune	415,262	408,311	6,951
*News	421,754	442,040	20,286
Totals	2,998,877	3,036,642	37,765

COLUMBUS

	1926	1925	
Dispatch	1,942,774	2,169,557	226,783
Journal	631,068	686,767	55,699
*Citizen	1,134,417	1,036,909	97,508
Totals	3,708,259	3,893,233	184,974

LOUISVILLE

	1926	1925	
Courier-Journal	1,306,600	1,248,950	57,650
Herald-Post	680,249	593,071	87,178
*Times	1,152,708	1,050,290	102,418
*Post	548,318	468,127	80,191
Totals	3,687,875	3,360,438	327,437

ST. PAUL

	1926	1925	
*Dispatch	819,546	850,738	31,192
Pioneer	745,136	850,486	105,350
News	787,094	735,266	51,828
Totals	2,351,776	2,436,490	84,714

OAKLAND

	1926	1925	
Tribune	1,579,172	1,591,954	12,782
*Post-Inquirer	970,270	933,380	36,890
*Times	146,664	191,744	45,080
Totals	2,696,106	2,717,078	20,972

Times inaugurated October 23, 1925.

OMAHA

	1926	1925	
World-Herald	1,030,610	963,368	67,242
Bee	451,850	551,866	100,016
News	337,659	460,992	123,333
Totals	1,820,119	1,976,226	156,107

BIRMINGHAM

	1926	1925	
Age-Herald	741,860	705,250	36,610
News	1,495,704	1,514,646	18,942
*Post	567,168	511,378	55,790
Totals	2,804,732	2,731,274	73,458

RICHMOND

	1926	1925	
*News-Leader	1,147,062	1,184,884	37,822
Times-Dispatch	1,074,486	1,008,266	66,220
Totals	2,221,548	2,193,150	28,398

DAYTON

	1926	1925	
News	1,628,788	1,619,030	9,758
*Herald	1,071,826	1,023,148	48,678
Journal	754,012	672,518	81,494
Totals	3,454,626	3,314,696	139,930

HOUSTON

	1926	1925	
Chronicle	1,287,986	1,327,592	39,606
Post-Dispatch	1,176,056	1,013,566	162,490
*Press	671,384	603,764	67,620
Totals	3,135,426	2,944,922	190,504

DES MOINES

	1926	1925	
Register	639,817	619,172	20,645
*Tribune	818,939	778,256	40,683
Capital	437,543	‡537,379	99,836
Totals	1,896,299	1,934,807	38,508

‡ Sunday Capital discontinued with issue of February 1926; include 26,875 linage Sunday issue.

LEADING NEWSPAPERS GAINED 4.4 PER CENT IN 1926 LINAGE

AIN of 4.4 per cent in the linage carried by leading newspapers during 1926 over 1925 is shown the New York Evening Post statistical department es, which follow:

SUMMARY OF ADVERTISING BY CITIES

ities listed	27 show gain		3 show loss
apers listed	102 show gain		29 show loss
	2 no comparison		
	1926	1925	
York	176,951,231	167,831,296	9,119,935 Gain
go	92,432,073	87,089,484	5,342,589 Gain
elphia	82,344,076	85,038,042	2,693,966 Loss
it	65,009,000	62,713,462	2,295,538 Gain
land	46,579,725	46,188,975	390,750 Gain
ouis	51,398,120	49,356,600	2,041,520 Gain
n	77,932,892	72,844,290	5,088,602 Gain
nore	54,122,738	51,466,555	2,656,183 Gain
Angeles	84,179,967	82,772,327	1,407,640 Gain
lo	42,380,430	43,974,641	1,594,211 Loss
rancisco	57,175,635	55,780,425	1,395,210 Gain
ukee	36,374,460	35,013,546	1,360,914 Gain
ington	58,137,765	52,587,349	5,550,416 Gain
nati	42,398,100	39,908,100	2,490,000 Gain
Orleans	47,939,055	44,198,990	3,740,065 Gain
apolis	36,570,982	34,447,395	2,123,587 Gain
e	35,736,656	32,942,006	2,794,650 Gain
napolis	37,637,919	37,377,921	259,998 Gain
r	27,202,028	27,600,160	398,132 Loss
ience	34,195,849	33,044,780	1,151,069 Gain
ibus	42,757,530	39,408,687	3,348,843 Gain
ville	40,929,091	37,559,113	3,369,978 Gain
aul	29,596,938	28,056,168	1,540,770 Gain
nd	30,728,530	29,154,608	1,573,922 Gain
a	22,887,921	22,198,799	689,122 Gain
ngham	32,873,022	30,229,304	2,643,718 Gain
mond	23,435,154	22,882,960	552,194 Gain
n	35,692,958	34,877,164	815,794 Gain
on	33,843,222	29,895,944	3,947,278 Gain
oines	23,585,271	23,128,515	456,756 Gain
Totals	1,503,028,338	1,439,567,606	63,460,732 Gain

NEW YORK

	1926	1925	
ican	13,112,851	14,183,094	1,070,243 Loss
d Trib.	18,785,853	16,525,824	2,260,029 Gain
	29,788,828	28,200,444	1,588,384 Gain
l	17,658,831	17,237,062	421,769 Gain
r (T.)	3,699,719	3,926,302	226,583 Loss
(T.)	7,881,770	6,832,472	1,049,298 Gain
Graphic	3,699,155	†2,186,676	1,512,479 Gain
Journal	14,758,009	15,057,218	299,209 Loss
Post	5,181,281	5,059,968	121,313 Gain
World	9,842,432	8,921,428	921,004 Gain
	16,245,237	14,705,916	1,539,321 Gain
gram	5,803,533	6,655,486	851,953 Loss
Eagle	17,899,284	16,718,464	1,180,820 Gain
Times	6,982,716	5,255,662	1,727,054 Gain
Union	5,611,732	6,365,280	753,548 Loss
Totals	176,951,231	167,831,296	9,119,935 Gain

nday Graphic inaugurated May 3, 1925, discontinued nber 1, 1925; 364,152 lines in the eighteen Sunday issues ed.

CHICAGO

	1926	1925	
News	21,811,503	20,483,166	1,328,337 Gain
e	32,715,561	31,068,405	1,647,156 Gain
l-Examiner	12,987,654	12,179,577	808,077 Gain
	6,078,525	5,689,395	389,130 Gain
ican	13,726,488	12,694,074	1,032,414 Gain
al	5,112,342	4,974,867	137,475 Gain
Totals	92,432,073	87,089,484	5,342,589 Gain

PHILADELPHIA

	1926	1925	
er	21,893,400	21,460,500	432,900 Gain
d	8,805,000	9,229,200	424,200 Loss
	15,865,668	15,141,359	724,309 Gain
Ledger	15,300,208	15,242,083	58,125 Gain
American		3,428,100	
tin	20,479,800	20,536,800	57,000 Loss
Totals	82,344,076	85,038,042	2,693,966 Loss

h American combined with Ledger May 18, 1925.

DETROIT

	1926	1925	
	34,030,570	33,,366,494	664,076 Gain
	13,516,636	12,699,092	817,544 Gain
ress	17,461,794	16,647,876	813,918 Gain
Totals	65,009,000	62,713,462	2,295,538 Gain

CLEVELAND

	1926	1925	
Dealer	18,417,750	18,895,650	477,900 Loss
	13,059,450	13,056,825	2,625 Gain
	15,102,525	14,236,500	866,025 Gain
Totals	46,579,725	46,188,975	390,750 Gain

ST. LOUIS

	1926	1925	
ispatch	25,161,920	23,658,600	1,503,320 Gain
Democrat	14,864,400	14,540,400	324,000 Gain
	7,116,600	7,264,800	148,200 Loss
	4,255,200	3,892,800	362,400 Gain
Totals	51,398,120	49,356,600	2,041,520 Gain

Sunday edition.

BOSTON

	1926	1925	
	15,860,799	14,487,395	1,373,404 Gain
	16,109,364	15,116,626	992,738 Gain
	12,490,384	12,085,689	404,695 Gain
iser	5,776,200	4,887,167	889,033 Gain
can	5,240,520	4,764,522	475,998 Gain
ler	12,661,615	11,349,358	1,312,257 Gain
ript	7,588,770	7,271,708	317,062 Gain
am	2,205,240	2,881,825	676,585 Loss
Totals	77,932,892	72,844,290	5,088,602 Gain

ram discontinued November, 1926.

BALTIMORE

	1926	1925	
Sun	17,849,909	17,652,737	197,172 Gain
*Eve Sun	17,844,842	17,133,866	710,976 Gain
American	6,220,224	5,768,479	451,745 Gain
*News	7,905,894	7,737,788	168,106 Gain
*Post	4,301,869	3,173,685	1,128,184 Gain
Totals	54,122,738	51,466,555	2,656,183 Gain

LOS ANGELES

	1926	1925	
†Times	26,489,386	25,909,058	580,328 Gain
Examiner	22,952,143	22,773,969	178,174 Gain
*Express	9,213,582	9,399,516	185,934 Loss
*Herald	17,505,474	16,505,384	1,000,090 Gain
*Record	5,147,660	4,975,628	172,032 Gain
*News	2,871,722	3,208,772	337,050 Loss
Totals	84,179,967	82,772,327	1,407,640 Gain

News Sunday edition suspended publication May 2, 1926.
†Includes 164,668 lines of advertising that appeared in the two annual midwinter editions of the Times, issued on January 1, 1926, and December 28, 1926. One annual edition only issued during 1925, which contained 96,068 lines.

BUFFALO

	1926	1925	
Express	2,757,933	5,850,577	3,092,644 Loss
Courier	9,366,522	7,874,754	1,491,768 Gain
Post	81,447	1,166,803	1,085,356 Loss
Times	13,786,110	12,860,301	925,809 Gain
*Star	815,363	1,500,825	685,462 Loss
*News	15,573,055	14,721,381	851,674 Gain
Totals	42,380,430	43,974,641	1,594,211 Loss

Commercial—Name changed to Post, February, 1925; discontinued February, 1926.
Enquirer—Name changed to Star, February, 1925; combined with Courier June 19, 1926.
Express combined with Courier June 19, 1926.

SAN FRANCISCO

	1926	1925	
Chronicle	11,530,610	11,176,494	354,116 Gain
Examiner	19,671,021	19,135,663	535,358 Gain
Bulletin	6,665,106	6,943,090	277,984 Loss
*Call	10,778,684	9,251,732	1,526,952 Gain
*News	7,954,618	7,485,310	469,308 Gain
*Herald	575,596	1,788,136	1,212,540 Loss
Totals	57,175,635	55,780,425	1,395,210 Gain

Herald discontinued May 5, 1926.

MILWAUKEE

	1926	1925	
Journal	18,950,379	17,539,375	1,411,004 Gain
S. T. & A. Sentinel...	6,944,604	7,301,847	357,243 Loss
*Leader	2,970,348	2,881,711	88,637 Gain
*Wis News	7,509,129	7,290,613	218,516 Gain
Totals	36,374,460	35,013,546	1,360,914 Gain

WASHINGTON

	1926	1925	
Star	28,900,824	26,569,198	2,331,626 Gain
Post	11,343,381	10,396,057	947,324 Gain
*Eve Times	8,086,245	8,352,351	266,106 Loss
Herald	7,028,191	5,327,998	1,700,193 Gain
*Eve News	2,779,124	1,941,745	837,379 Gain
Totals	58,137,765	52,587,349	5,550,416 Gain

CINCINNATI

	1926	1925	
*Post	9,758,400	8,649,900	1,108,500 Gain
*Times-Star	14,871,600	14,124,300	747,300 Gain
Enquirer	14,307,900	13,707,000	600,900 Gain
Tribune	3,460,200	3,426,900	33,300 Gain
Totals	42,398,100	39,908,100	2,490,000 Gain

NEW ORLEANS

	1926	1925	
Times-Picayune	19,860,920	18,088,854	1,772,066 Gain
Item	11,259,341	10,830,493	428,848 Gain
States	9,787,445	9,092,665	694,780 Gain
*Tribune	7,031,349	6,186,978	844,371 Gain
Totals	47,939,055	44,198,990	3,740,065 Gain

MINNEAPOLIS

	1926	1925	
Tribune	15,335,281	14,847,855	487,426 Gain
Journal	15,561,859	14,392,219	1,169,640 Gain
*Star	5,673,842	5,207,321	466,521 Gain
Totals	36,570,982	34,447,395	2,123,587 Gain

SEATTLE

	1926	1925	
Times	16,445,030	15,436,134	1,008,896 Gain
Post-Intelligencer	10,791,270	9,035,362	1,755,908 Gain
*Star	6,766,344	7,062,074	295,730 Loss
*Union-Record	1,734,012	1,408,436	325,576 Gain
Totals	35,736,656	32,942,006	2,794,650 Gain

INDIANAPOLIS

	1926	1925	
*News	18,272,586	17,897,664	374,922 Gain
Star	13,361,904	13,465,023	103,119 Loss
*Times	6,003,429	6,015,234	11,805 Loss
Totals	37,637,919	37,377,921	259,998 Gain

DENVER

	1926	1925	
News	6,687,352	7,175,168	487,816 Loss
Post	15,103,312	14,806,400	296,912 Gain
*Times	5,411,364	5,618,592	207,228 Loss
Totals	27,202,028	27,600,160	398,132 Loss

PROVIDENCE

	1926	1925	
Journal	10,542,104	10,239,424	302,680 Gain
*Bulletin	14,175,342	13,373,496	801,846 Gain
Tribune	4,718,533	4,573,162	145,371 Gain
*News	4,759,870	4,858,698	98,828 Loss
Totals	34,195,849	33,044,780	1,151,069 Gain

COLUMBUS

	1926	1925	
Dispatch	22,962,084	21,544,376	1,417,708 Gain
Journal	7,801,456	7,557,000	244,456 Gain
*Citizen	11,993,990	10,307,311	1,686,679 Gain
Totals	42,757,530	39,408,687	3,348,843 Gain

LOUISVILLE

	1926	1925	
Courier-Journal	14,789,402	13,571,569	1,217,833 Gain
Herald-Post	7,532,407	7,751,760	219,353 Loss
*Times	12,488,974	11,126,384	1,362,590 Gain
*Post	6,118,308	5,109,400	1,008,908 Gain
Totals	40,929,091	37,559,113	3,369,978 Gain

ST. PAUL

	1926	1925	
*Dispatch	10,135,468	9,634,072	501,396 Gain
Pioneer	10,336,074	9,942,506	393,568 Gain
News	9,125,396	8,479,590	645,806 Gain
Totals	29,596,938	28,056,168	1,540,770 Gain

OAKLAND

	1926	1925	
Tribune	19,071,710	18,849,726	221,984 Gain
*Post-Inquirer	10,166,184	8,052,972	1,213,212 Gain
*Record		932,704	
*Times	1,490,636	419,146	1,071,490 Gain
Totals	30,728,530	29,154,608	1,573,922 Gain

Record discontinued October 24, 1925.
Times inaugurated October 23, 1925.

OMAHA

	1926	1925	
World-Herald	12,549,474	11,465,538	1,083,936 Gain
Bee	5,619,985	5,533,178	86,807 Gain
News	4,718,462	5,200,083	481,621 Loss
Totals	22,887,921	22,198,799	689,122 Gain

BIRMINGHAM

	1926	1925	
Age-Herald	8,549,996	8,344,602	205,394 Gain
News	18,220,272	16,972,872	1,247,400 Gain
*Post	6,102,754	4,911,830	1,190,924 Gain
Totals	32,873,022	30,229,304	2,643,718 Gain

RICHMOND

	1926	1925	
*News-Leader	12,725,406	12,125,626	599,780 Gain
Times-Dispatch	10,709,748	10,757,334	47,586 Loss
Totals	23,435,154	22,882,960	552,194 Gain

DAYTON

	1926	1925	
News	17,030,986	16,781,576	249,410 Gain
*Herald	10,569,314	10,147,284	422,030 Gain
Journal	8,092,658	7,948,304	144,354 Gain
Totals	35,692,958	34,877,164	815,794 Gain

HOUSTON

	1926	1925	
Chronicle	15,121,190	13,912,388	1,208,802 Gain
Post-Dispatch	12,336,100	10,063,586	2,272,514 Gain
*Press	6,385,932	5,919,970	465,962 Gain
Totals	33,843,222	29,895,944	3,947,278 Gain

DES MOINES

	1926	1925	
Register	8,094,359	7,370,789	723,570 Gain
*Tribune	9,608,754	8,792,600	816,145 Gain
Capital	5,882,158	6,965,117	1,082,959 Loss
Totals	23,585,271	23,128,515	456,756 Gain

Sunday Capital discontinued with issue of February 21, 1926.

ATLANTA

	1926	1925	
Constitution	10,112,312	9,822,848	289,464 Gain
Journal	14,831,075	13,862,026	968,949 Gain
Totals	24,943,387	23,684,974	1,258,413 Gain

KANSAS CITY

	1926	1925	
Journal	4,443,452	5,418,357	974,905 Loss
Post	4,742,232	4,303,084	439,148 Gain
Star	19,046,921	17,794,219	1,252,702 Gain
*Times	10,029,075	9,434,171	594,904 Gain
Totals	38,261,680	36,949,831	1,311,849 Gain

MEMPHIS

	1926	1925	
Commercial Appeal....	16,433,872	15,265,089	1,168,783 Gain
*Press-Scimitar	6,808,384	5,948,432	859,952 Gain
*News Scimitar	6,124,510		
Totals	23,242,256	21,213,521	2,028,735 Gain

PITTSBURGH

	1926	1925	
*Chronicle-Telegraph	11,893,742	11,700,276	193,466 Gain
Gazette-Times	10,253,614	9,730,560	523,054 Gain
Press	25,254,684	23,597,392	1,657,292 Gain
Post	10,336,152	9,522,996	813,156 Gain
*Sun	8,692,208	8,989,414	297,206 Loss
Totals	66,430,400	63,540,638	2,889,762 Gain

PORTLAND

	1926	1925	
*News	5,733,264	5,896,160	337,104 Gain
Oregonian	14,969,154	14,872,340	96,814 Gain
Oregon Journal	12,507,152	12,019,252	487,900 Gain
*Telegram	5,778,686	6,465,928	685,242 Loss
Totals	38,988,256	38,753,680	234,576 Gain

S. N. P. A. BOARD PHOTOGRAPHED AT MID-WINTER MEETING



Front row, left to right—Wiley L. Morgan, secretary-treasurer; John A. Park, *Raleigh Times*, president; Walter C. Johnson, *Chattanooga News*, chairman of th board; A. G. Newmyer, *New Orleans Item-Tribune*; Victor H. Hanson, *Birmingham News*. Rear row, left to right—Herbert Felkel, *St. Augustine Record*; W. W Holland, *Spartanburg Herald & Journal*; L. K. Nicholson, *New Orleans Times-Picayune*; J. S. Parks, *Fort Smith Southwest American* and *Times-Record*; W. Gu Tetrick, *Clarksburg Exponent*; A. E. Clarkson, *Houston Post-Dispatch*; Capt. Cranston Williams, manager; M. Stratton Foster, *Clarksville Leaf-Chronicle*.

S. N. P. A. PICKS ATLANTA FOR 1927 MEETING

25th Anniversary of Founding of Association to Be Celebrated July 4-6

The Southern Newspaper Publisher's Association will hold its annual convention for 1927 in Atlanta, on July 4-6, according to the announcement of the tors of the organization.

The tentative program for the convention includes reports and discussion of postage rates and the regulation of advertising agency service to newspapers. Also memorial services are to be held for the late C. P. J. Mooney, editor of the *Memphis Commercial Appeal;* Edgar M. Foster, of the *Nashville Banner;* and Frank G. Bell of the *Savannah News*.

The association, which was founded in Atlanta 25 years ago, has gained four new members since the last meeting, bringing the total membership up to 200, including the representative daily newspapers in 14 southern states.

John A. Park, of the *Raleigh* (N. C.) *Times* is president of the association, and Wiley L. Morgan is secretary and treasurer.

WASHINGTON PROGRAM READY

Round Table Discussions to Feature Seattle Newspaper Institute

Fewer set speeches and more round table discussions, where every publisher may give his own views and listen to the experiences of others, is to be the policy followed this year in the Fifteenth Annual Newspaper Institute of the Washington Press Association to be held at the University of Washington, Seattle, Feb. 17, 18 and 19.

Rev. Mark A. Matthews, pastor of the First Presbyterian Church of Seattle, is to address the institute Friday afternoon on the subject, "Can the Newspapers Help the Pulpit?" Other set speeches are: "Laws the Publisher Should Know," by E. L. Skeel, attorney for the Washington Press Asosciation, and "What Does the Farmer Want?" by Mrs. Ruth McGlade, director of the Extension Service of the Washington State College.

A symposium of "Reactions to Circulation Contests" will be a feature of the last day's session. A number of Washington publishers who have recently conducted contests will take part.

Round table discussions include: "Mechanical Problems," led by R. P. Milne, member of the Milne-Ryan-Gibson advertising agency of Seattle; "Make-up," under the leadership of George Astel, publisher of the *Snoqualmie Valley Record;* "How Many Days Shall an Editor Spend on His Paper?" directed by C. F. Brown, editor of the *Stanwood News*.

"Editorial Paragraph Writing," led by George Hopp of the *Camas Post;* "What to Do When the Presses Go Wrong," introduced by an expert from Barnhart Bros. & Spindler, Seattle printers; a discussion of the 12 em versus the 13 em column, led by Ezra T. Hazeltine, publisher of the *South Bend Journal,* and "A System of Uniform Accounting and How to Trace Repeat Jobs in the Job Department," to be introduced by R. E. Reed of the *Kennewick Courier-Reporter*.

N. Y. NEWSPAPER WOMEN TO HOLD ANNUAL BALL AT RITZ-CARLTON MARCH 11



Some of the members of the annual ball committee of the New York Newspaper Women's Club (front row, left to right) Helen Rowland, Emma Bugbee, Josephine Ober, Martha Coman. Second row (left to right) Charlotte McLevedge, Rose Therese Nagel, Marie L. Darrach, Madeline Riordan and Olive Hurlbut.

THE New York Newspaper Women's Club will hold its annual ball, March 11, at the Ritz-Carlton Hotel in New York City. Publishers of the New York newspapers and their wives will be patrons and patronnesses.

Louella Parsons of the *New York American* is honorary chairman of the Ball Committee: Emma Bugbee, *New York Herald Tribune,* president of the Club, Jane Dixon of the *Telegram* and Martha Coman of the *Scarsdale Enquirer,* former president, comprise the Executive Committee.

Chairmen of the general committees are: Josephine Ober, *New York World,* music; Helen Rowland of King Features, hospitality; Jane Grant, *New York Times,* hotel; Dorothy Herzog, *Mirror,* entertainment; Madeleine Riordan, *Evening Post,* society; Amy Hogeboom, art; Therese Rose Nagel, radio; Martha Coman, finance; Deborah Corle, New York Herald Tribune, invitation; Rose Pelswick, *Journal,* motion picture; Olive Hurlbut American, ticket; Elsie Mc-Cormick, World, supper; and Charlotte McLevedge, *Chicago Daily News,* publicity.

RADIO STATION URG NEWSPAPER SPACE

WGL, New York, Demands That Ad tisers Using Air Time Announc Programs in Paid Advertising

Two significant developments in New York radio program censo situation came to light this week.

First, Lewis Landes, president of International Broadcasting Corpora operating station WGL, atop the H Majestic, issued an official order structing all his salesmen to ende to sell newspaper space in conjun with their broadcasting contracts.

ondly, a correction was sent out by National Broadcasting Company, ing editors to strike out the b name "Ipana" from the listed prog offering the "Ipana Troubadors," s sored by the Bristol-Myers Company

The order issued by Mr. Landes r

"In keeping with the policy of station please instruct your sale when interviewing prospects to them to use newspaper space in cor tion with their broadcast adverti This rule must be strictly adhered

Mr. Landes, sought out by EDITOR PUBLISHER, said he hoped to induc advertisers using his station to buy s in the newspapers to detail the at tions on their programs.

"The newspapers made radio," Landes said, "and they are now cert entitled to be paid for further prom of the new medium. It is beneficial an advertiser to call attention to air program by advertising it in space in the newspapers."

One of the big accounts handle WGL is Sterno Canned Heat. The tion charges advertisers $300 an hour commercial broadcasting.

CALL IN NEW PLANT

The *Paterson* (N. J.) *Morning* has moved into its new building, 3 Church street. The entire task of ing was consummated in 36 hours, s ing at 1 a. m. Saturday morning. plant was in good running order an operation at 5 p. m., Feb. 6.

NEW SOUTHERN MAGAZINE

Beginning with a March issue, w was distributed Feb. 7, the *New S Magazine* made its appearance. I edited by Paul Severance, a former n paper man. George Fort Milton, ed and publisher of the *Chattanooga* (Te *News* is contributing editor.



Detroit's Homes Are Furnished With The Aid *of* The News

FOOD, shoes and clothing are essentials and will be bought by any population in quantities regardless of income, but large expenditures for furniture depends on how much more the market has to spend than it actually needs for living. Furniture expenditures betoken a surplus for luxury. The Detroit market is a large purchaser of furniture. The great volume of furniture lineage carried by The Detroit News in 1926 not only indicates the prosperity of Detroit's population, but also shows how furniture advertisers have come to regard The News as their outstanding medium, due unquestionably to the fact that The News is the home newspaper, reaching practically every English-speaking home, and to the fact that The News' articles on home building, home furnishing and interior decoration are authoritative and have a distinct influence on the householders' buying trend.

The Detroit News in 1926 carried 3,501,526 lines of furniture advertising, more than two and a half times that of both other Detroit papers combined. This is evidence of what the possibilities of the Detroit market are and what The News can do for any advertiser of any worthy product.

The Detroit News

The HOME newspaper

350,000 Sunday Circulation—320,000 Week Day Circulation

TWO N. Y. EXECUTIVES DENOUNCE "SMUT" PUBLISHED IN TABLOIDS

Swope of World and Wiley of Times Say They Cast a Taint on All Journalism, at Broadway Association Luncheon, Feb. 9

WHAT New York newspapers are doing for their city was detailed at length by executives of the metropolitan dailies addressing members of the Broadway Association at a luncheon-meeting Feb. 9. Two of the speakers, representing standard papers, took occasion to rap the tabloids, while others stuck to the keynote struck by Fred A. Walker, managing director of the *New York Evening Telegram* and chairman of the Publishers Association, who declared "indescribable chaos" would result if newspaper presses stopped for any appreciable length of time.

It was Herbert Bayard Swope, executive editor of the *New York World*, and Louis Wiley, business manager of the *New York Times*, who condemned the small-sized papers. Mr. Swope, in his address, which was read by James W. Barrett, city editor, asserted that certain tabloids had tainted the entire profession of journalism and might bring about a limited press censorship.

"Their brazen violations of privacy, in short, their outright filth, have brought about a condition that is reflected on all journalism. None of us can escape the taint," he said.

"The condition that has arisen is so serious that it would not be surprising were a form of censorship forced. Perhaps it might be an act similar to the one recently passed in England forbidding the publication of divorce and separation details.

"We are proud of the freedom of the press, but we should be fearful lest it become a license. Our right to speak should be limited by good taste as well as by honesty and a proper regard for libel laws."

Louis Wiley, business manager of the New York Times, said that certain tabloids cast "an unfair taint" upon all newspapers and newspaper men. On the other hand, Armistead R. Holcombe, managing editor of the *New York Herald Tribune*, said that news "must be as clean as possible," but defended the publication of testimony such as was brought out in the Browning divorce action.

"The newspapers performed a real service of civic usefulness in publishing the Browning story," said Mr. Holcombe. "If it has served to arouse public opinion it has been a good thing. Besides, it showed people just what we have in our midst."

Julian S. Mason, editor of the *New York Evening Post*, discussed newspaper funds for charities, which in New York, he said, reached a total of $870,000 actually collected last year. He led with mention of the New York Times's fund for the Hundred Neediest Cases, which accounted for more than $277,000 of this total, and then listed the following other newspaper enterprises for charity last year.

Hearst newspapers (Milk Fund, etc.)	$225,000
Herald Tribune (Fresh Air Fund)	142,216
World (Children's Christmas Party)	25,000
Evening World (Coal Fund, etc.)	80,000
Sun (Funds for Roosevelt Heroes and Victims of Linseed King Sinking)	25,000
Evening Graphic (Help for Needy)	15,000
Evening Post (Old Couples' Fund)	42,000
Brooklyn Eagle (Neediest Cases)	38,000

The total of $870,000 did not include funds for Florida relief and other enterprises in which newspapers acted merely as money-collecting agencies, Mr. Mason said. On a capital basis, he said, the $870,000 would represent an investment of more than $17,000,000.

Lee Ettelson, managing editor of the *New York American*, pleaded with business men to discourage unscrupulous and untruthful publicity men and press agents.

Others who spoke included Edwin S. Friendly, business manager of the *Sun;* Meyer Solmson, city editor of the *Morning Telegraph;* State Senator Alexander Simpson of New Jersey, prosecutor in the Hall-Mills case, and Lee J. Eastman, president of the Broadway Association, who presided.

"Upon the publicity afforded by the newspapers depends in large measure the prosperity of a thousand different forms of activity and the return on millions of dollars invested," said Mr. Walker. "Firmly as sports are established in this, the greatest centre of sport in the world, there is not a single sport which would not be practically killed if the newspapers unanimously refrained from printing anything about it. Baseball would die, boxing would be discontinued and racing would end if the newspapers printed nothing about them."

JUDGE GIVES ENWRIGHT 8 MONTHS IN JAIL

$500 Fine Also Imposed on Former Boston Telegraph Publisher After Conviction for Criminal Libel Based on Cartoon

Sentence of eight months in jail and a fine of $500 was imposed upon Frederick W. Enwright, former publisher of the *Boston Telegram*, later the *Telegraph*, by Judge Elias B. Bishop of Suffolk County superior court, Boston, Monday, Feb. 7, following conviction last week of criminal libel upon former Mayor James M. Curley, of Boston. The libel suit followed publication in the Boston Telegraph last Oct. 5, of a cartoon and editorial attacking Curley.

A motion for a new trial was denied and after a plea by Michael L. Sullivan, Enwright's counsel, for the imposition of a fine, Judge Bishop granted a stay of sentence pending an appeal to the supreme court. It is expected to be a matter of months and possibly a year before the latter disposes of this appeal.

In arguing for a new trial on the ground of newly discovered evidence, Attorney Sullivan filed an affidavit, sensational in nature, dealing with the raising of campaign funds in Curley's campaign for governor in 1924, which was impounded by the court.

TUCSON DAILY WINS FIGHT

Campaign Against University President Ends with His Resignation

The fight of the *Tucson* (Ariz.) *Daily Independent* to rid the State University of the services of President C. H. Marvin ended in success Jan. 31, when the board of regents announced that his resignation had been accepted by unanimous vote.

Dr. Byron Cummings was appointed president pro tem. With President Marvin four pro-Marvin regents resigned.

The Independent fought Marvin for many months, charging that he had broken down the morale of the institution. As a result of its campaign, the paper was boycotted by the Tucson Merchants Association, the group refusing to grant the paper a permit to solicit advertising as long as it fought Marvin.

The story of this fight, won by the Independent, was told in a recent issue of Editor & Publisher. W. D. Upshaw is editor of the Independent.

JACKIE COOGAN HAS A RIVAL



Maybe John Cohen III, pictured above is asking Dad, John Cohen II, movie editor of the *New York Sun*, to boost him into screenland. His grandfather, John S. Cohen, is publisher of the *Atlanta Journal*.

OLD WILL ADVISED AGAINST DAILY'S SALE

Document Drawn by D. R. Francis Former Owner of Old St. Louis Republic Although He Sold Paper Later

David R. Francis, former Governor of Missouri and former Ambassador to Russia, who died in St. Louis recently, left a will, made in 1916, advising his sons against selling the *St. Louis Republic*, which he owned at that time, and which he nevertheless sold in 1919 to the *St. Louis Globe-Democrat*. The section of the will regarding the Republic says:

"At the time this will is written I own the control or a majority of the stock of publishers, George Knapp & Co., of the St. Louis Republic. If my estate should be possessed of said control at the time of my death, I desire the executors should hold the stock in trust for the beneficiaries under the will, and not distribute my holdings, as control of a newspaper is always worth more than the minority interests. It is my wish, furthermore, that this property should be retained by my sons and operated, as there is not only a good field for the Republic, if properly managed, but the control of a great metropolitan daily affords an unequaled opportunity to benefit the community, city and section in which it is published, and gives to its owners potentialities to promote the good of society to an incalculable degree. If, however, three-fourths of the beneficiaries under this will, per stirpes, should prefer to sell the Republic rather than to operate it, then, and in that event, the executors are hereby empowered to sell when they can do so to advantage and without sacrificing the value of the property."

The value of the estate will not be known until after the completion of a long inventory. Gov. Francis' six sons are named as principal heirs in the will, which makes specific bequests of $1,087,500, including $20,000 for public objects, and which gives the city additional land for park purposes.

WARNS AGAINST CROOKS

Warning has been issued by J. M. George, secretary of the National Association of Direct Selling Companies, Inc., that a gang of crooks is operating in various cities using a new fraud device. They open up a "temporary store" and take orders for men's suits, overcoats and other clothing at absurdly low prices, promising delivery in "a few days." The customer leaves a substantial deposit. In a week or two the crooks disappear from town, having made no delivery.

"GAS" WARFARE MARK DENVER PRESS BATTLE

Five Gallons of Fuel Free for a 28-C Ad—News Gives Away Book Which Post Is Publishing Serially

(*By telegraph to* Editor & Publisher)

Denver, Colo., Feb. 9.—The journ istic "battle of the century" which been waged here for the past two mon took on spectacular aspects not with humor during the past few days, in form of promotion methods with parallel in American newspaper operati As a result, circulation and advertis linage both of F. G. Bonfils' *Post*, e ning, morning and Sunday, and the *Ro Mountain News* and *Evening Ne* owned since the beginning of Decem by the Scripps-Howard Newspapers, h taken quick and precipitous upward le and the city, accustomed to spectacu newspaper methods, is being treated stunts far beyond any in its previ experience.

One of the early surprises came ab as the result of publication by the N of a localized serial story, which dramatized by a party given at a hall w the 5,000 present being introduced t well known Denver girl employed for occasion to represent the heroine.

The Post countered by starting serial "Chickie," advertising it enth iastically.

The News met the challenge with announcement that serial readers need wait for the installments published in Post. The whole story, in book fo could be had at the News office as a cl ified ad premium.

"It's four years old, anyway," the N explained, "and we don't think so m of it."

An added inducement was given w the News announced a "sequel 'Chickie'" in which her adventures carried to a marital conclusion, and that too could be had at once with a w ad.

On the heels of the "Chickie" epis came the gasoline war.

The Post has for a long time offe premiums with classified advertiseme

Two weeks ago it announced tha credit slip exchangeable for two gall of gasoline at a designated filling sta would be given for each two-line classi advertisement.

Next morning the News informed readers that a classified ad would proc three gallons of gas.

The Post on the next morning ra the ante to four gallons and the N moved at once to a five-gallon bas five gallons of 21-cent gasoline, avail at any one of 20 stations throughout city, as a premium for a 28-cent w advertisement.

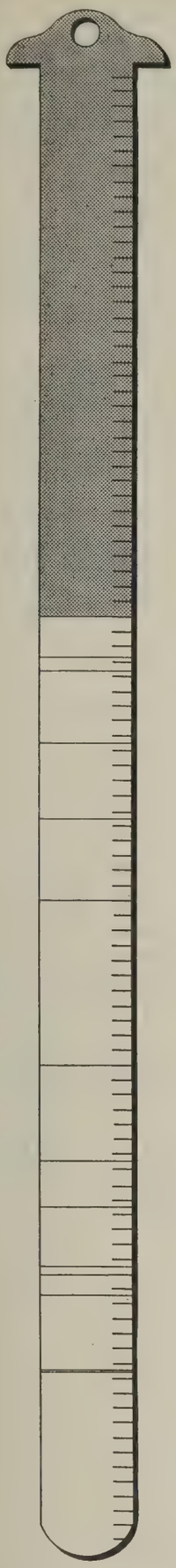
The Post did not meet the last r and the News on Feb. 6 printed 15 classified advertisements.

Last Saturday afternoon, when coupon-holders called for their gasol the queue stretched for two blocks an nearby restaurant man was employed the News to serve sandwiches and co to the waiting line. The News paid bill.

The past three days have seen no stunts of spectacular nature, but 325 citizens of Denver are watching with concealed interest for the next skirm in the war, which promises to continue definitely as a "wow of a scrap."

TORONTO STAR WINS SUIT

A decision in favor of the *Toro Star* has been returned in a libel brought by a Mr. Boys, a member the Canadian Parliament. The art complained of asserted that Boys prevented a criminal prosecution counsel for a person accused of sm gling and afterward of trying to bril customs official. The Star's defense that it had criticized him as an M. not as a member of the bar, and what it had said was founded on facts.



First Newspaper

The New York Times . 29,788,828

Agate Lines

The New York Times advertising leadership over the second New York newspaper was greater in 1926 than in 1925.

	Agate Lines
2nd	18,785,853
3rd	17,899,284
4th	17,658,831
5th	16,245,237
6th	14,758,009
7th	13,112,851
8th	9,842,432
9th	7,881,770
10th	6,982,716
11th and 12th	5,803,533 / 5,611,732
13th	5,181,281
14th	3,699,155

The Times excess over the second newspaper was 11,002,975 lines in 1926. In 1925 the excess was 10,693,382 lines.

The margin of The Times leadership over the second newspaper was greater than the margin of any other one newspaper over another.

Daily and Sunday The Times circulation is now at the highest point in its history. Net paid sale daily over 375,000 copies; Sunday over 650,000 copies.

The New York Times.

First in the First Market

OMAHA BEE ACQUIRES DAILY NEWS AT REPORTED PRICE OF $400,000

Nels Updike, Bee Owner, Declares Intention of Merging Papers Sometime This Month—Bee Will Occupy News Plant

(*By telegraph to* Editor & Publisher)

Omaha, Neb., Feb. 8.—Nels B. Updike millionaire Omaha grain man and owner and publisher of the *Omaha Bee,* a morning, evening and Sunday paper, announced today that he had purchased the *Omaha Daily News,* evening paper, and would merge the two papers some time this month.

The official notice from Mr. Updike follows:

"The consolidation of the Omaha Bee and the Omaha Daily News was effected today when the Bee purchased the News.

"The publication and delivery of the two newspapers will continue separately as at present until details of consolidation can be worked out.

"At that time, which is expected to be some time during February, the consolidated newspapers will be delivered to all subscribers of both publications."

Mr. Updike also announced that by purchasing the newspaper he also purchased the ground, building and all machinery and fixtures.

The lease on the Omaha Bee's present quarters is up this year and it is the plan of Mr. Updike to move the Bee into the News office as soon as possible.

Additional building will be started on the News at once and as soon as these are completed, the Bee equipment will be moved to the Daily News plant.

While no official statement was made concerning the purchase price, information from well informed sources is that the price was slightly over $400,000.

The deal, ratified this morning, was closed after conferences in St. Paul, Minn., last week by Mr. Updike and Joy M. Hackler, the business manager and Joy Bee, and Mrs. Mary McCurdy Ashbaugh, N. W. Reay, president of the Daily News Publishing Company, both of St. Paul, and C. D. Bertolet of Chicago. The three were the principal stockholders of the News, Mrs. Ashbaugh holding the majority interest.

The Omaha Daily News was founded 28 years ago as one of the Scripps-McRae chain of newspapers. Together with other mid-west Scripps papers, stock was acquired by men in active charge, and they, in a few years, formed the Clover Leaf Syndicate which published the Omaha Daily News, the *Minneapolis News,* the *St. Paul News,* the *Des Moines News,* one farm weekly, and a daily paper at St. Joseph, Mo. Other papers were the *Kansas City World* and the *Sioux City News.*

One by one the papers were sold or discontinued. With the sale of the Omaha Daily News, the syndicate now owns, only the St. Paul Daily News. Mrs. Ashbaugh, with the death of her husband, L. V. Ashbaugh, inherited the majority of stock.

Among others in Omaha who formerly held stock interests in the News were Mel Uhl, Sr., and F. W. Kellogg.

Under the merger Mr. Updike will remain owner and publisher while M. J. Hackler will continue to be business manager and Ballard Dunn editor.

The various editors, such as managing, city, sports, etc., are still undecided, and according to officials, there will be some of the News department heads retained.

There are nearly 300 employes of the Daily News.

The News was an evening and Sunday paper with a circulation of nearly 75,000 while the Bee has a circulation of 78,000. The official statement said that for the present the two papers would be printed separately and delivered to each subscriber.

The Bee has the full Associated Press morning and evening services, also the International and Universal services and a special Universal sport service.

The Daily News has the United News and United Press services.

Ballard Dunn came to the Bee to fill the office of editor-in-chief on Jan. 1, 1924. Previous to that he had spent some years in Washington, D. C., where he was head of the Bureau of Suggestions and Complaints of the railroads.

He started his newspaper career on the old *St. Louis Chronicle* in 1899. Later he worked on the *Chicago American,* the *Inter-Ocean, Chicago Daily News,* and was city editor of the *Chicago Journal,* from 1905 to 1907.

The politics of the merged papers will be solid Republican, which is the politics of the Bee. The News was Independent.

The merger leaves only the *Omaha World Herald,* owned by Senator G. M. Hitchock as the only other daily paper in the city.

The National Advertising representatives will continue to be the firm of Pudden, King and Pudden.

The best machinery of the two papers will be taken into the newly equipped building and the rest of it will be sold. For the present the name, Omaha Daily News and Omaha Bee, will be carried on all editions of the publication. Eventually the Omaha Daily News name will be made smaller, until within a year it will be down to a twelve point caps head.

Edward Gans, who came to the Omaha Daily News only four months ago to take over the reorganization of the paper in the capacity of publisher said he did not know just what he would do. He said he was under a long time contract with the Clover Leaf Syndicate, and would go where they sent him.

Neal Jones, editor of the News, was also undecided as to what he would do.

The News building at present is a two-story affair, but under the new building arrangements, the building is to be made longer first, so as to accommodate more presses and machines, and that another story or two would follow as soon as conditions permitted.

OHIO DAILIES MERGED

107-Year-Old Newark Advocate Buys 100-Year-Old American Tribune

The *Newark* (O.) *Advocate* on Monday purchased the *Newark American Tribune* and consolidated the two dailies as the *Newark Advocate-American-Tribune,* a six-day evening paper. It is being published at the Advocate plant.

The American Tribune, Republican, was established 100 years ago, and was owned by 16 prominent business men of Newark, including the owners of the two largest department stores of Newark. The Advocate, Democratic, is owned by the Spencer family, with Charles H. Spencer as editor, publisher and business manager. The Advocate was established in 1820 and is 107 years old, making it one of the oldest papers in the middle west.

Purchase of the American Tribune was effected through the purchase of all of the capital stock by the Advocate, which is recapitalizing the business with $150,000 preferred stock and 5,000 shares of common non par stock.

MICHIGAN DAILY SOLD

Church and McCall New Owners of Grand Haven Tribune

The *Grand Haven* (Mich.) *Daily Tribune,* evening newspaper, has been sold by Harry Nichols and Kingsbury Scott to Felix M. Church and Ernest J. McCall. Mr. Nichols, whose father founded the paper forty years ago, has not announced his plans. Mr. Kingsbury will remain in Grand Haven and devote his time to the magazine fiction field.

Mr. Church was former owner of the *Cadillac Evening News,* and is president of the Michigan League of Home Dailies. His partner, Mr. McCall, one of the owners of the *Ithaca Grati County Herald.* He is a former pres dent of the Michigan Press Associatio

Scheerer, Inc., Chicago and New Yor represents the Tribune in the nation field.

QUINCY DAILY SOLD

Patriot Ledger Will Continue Publica toin of the Telegram

The George W. Prescott Publishin Company, Inc., publishers of the *Quinc* (Mass.) *Patriot Ledger,* last week pu chased the *Quincy Evening Telegram,* a afternoon paper, from Mrs. Willia Spargo, widow of the former publishe Mrs. Spargo assisted by her children, ha been running the paper since her hu band's death two years ago.

The purchase price was not announce The Patriot Ledger will continue pul lishing the Telegram for the presen printing it at the former's plant. Fran Keefe and James Collins, members of th reportorial staff of the Telegram, a continuing in the employ of the Patri Ledger.

252,137

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

January, 1927

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of January, 1927 was 194,897.

Everything in Baltimore Revolves Around

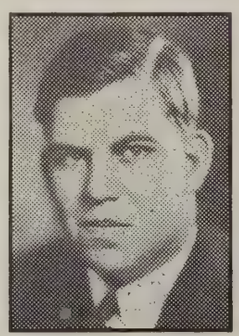
THE SUN

Morning Evening Sunday

GEORGE YOUNG'S OWN STORY

"How I Won the Catalina Channel Swim"

Dramatic Human Document By America's Most Picturesque Boy Hero



Fourteen One-Col. Installments For Daily Release

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.

The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

thoroughly and alone cover the Oklahoma City Market



Oklahoma City is in the center of the best agricultural land in the State—and the Oklahoma City market produces 61% of all of the State's crops.

The year 1926 closed with an increase of $21,000,000 in the value of crops in the State over the 1925 production.

—and the Daily Oklahoman and Oklahoma City Times alone cover this market.

Circulation Daily 140,000
Sunday 83,000

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City Detroit Atlanta San Francisco

BUFFALO EVENING NEWS

NEW YORK

145,647

NET PAID DAILY CIRCULATION

considers that the granting of a two per cent cash discount to National Advertisers and Advertising Agencies for prompt payment of bills, is in accordance with custom dictated by sound business judgment.

This discount is also a barometer of financial responsibility, and an incentive for prompt payment of bills, which is necessary to the conduct of any business.

National Representatives

KELLY-SMITH COMPANY

Marbridge Building, New York City
Waterman Building, Boston, Mass.
Atlantic Building, Philadelphia, Pa.
Tribune Tower, Chicago, Ill.

J. C. HARRIS, JR.
Atlanta

GANNETT SELLS TWIN-CITY SENTINEL TO WINSTON-SALEM JOURNAL

Owen Moon, Publisher of Journal, Discontinues Six-Month-Old Evening Star and Will Publish Sentinel From Journal Plant

WINSTON-SALEM, N. C., Feb. 7.—Owen Moon, Jr., president of the Journal Publishing Company, today announced the purchase of the *Winston-Salem Sentinel* from Frank E. Gannett. The Sentinel will be published from the *Journal* plant and the *Evening Star* discontinued.

The price was not made public, but it is said to be about $1,000,000, the highest price ever paid for a Carolina daily. At the time of Mr. Gannett's purchase it was reported that he had paid between $600,000 and $700,000 for the Sentinel.

The Sentinel was purchased last August by Mr. Gannett, W. M. Clemens and W. M. Ingalls, Mr. Gannett holding majority control and his associates acting as editor and business manager, respectively. The former owners, Rufus A. Shore and Henry R. Dwire, continued as directors under the new ownership, but were not active in the management. It is understood that Messrs. Clemens and Ingalls will not remain in Winston-Salem, but will rejoin the Gannett organization in New York State.

The Evening Star was established Sept. 1, 1926, by Mr. Moon, who had purchased the Morning and Sunday Journal late in 1925. Both the Journal and the Star were issued from the former's plant and work was begun at once on a new building of novel architectural design near the center of the business district. Competition between the Sentinel and the Journal and Star has been especially keen during the past six months, with both groups spending freely to produce strong newspapers and obtain maximum distribution. The resulting situation was described by Messrs. Clemens and Ingalls in the Sentinel's announcement of the sale today in the following words:

"Thus is relieved an uneconomic situation—the publication of three newspapers where only two are necessary to serve the readers and advertisers. Neutral parties, recognizing the undesirable possibilities of a continuation of this situation, brought about a conference in which the principal owner of each paper was asked to name a price for his property. This was assented to with great reluctance by Frank E. Gannett, majority owner of the Sentinel, who had no idea of parting with the property. The result was that his price was accepted by Mr. Moon, who plans to publish the Sentinel and the Journal from the Sentinel plant and to discontinue publication of the Evening Star.

"Mr. Gannett desires to emphasize that this sale was made despite his great confidence in Winston-Salem and the bright future of the Piedmont Section. He has been much gratified at the great progress made by the Sentinel. The circulation and advertising, in volume and in revenue, have reached the highest peak in the history of the paper and, with increased space and facilities completed within the week, the Sentinel has just reached a position insuring even greater and more rapid development.

"Mr. Gannett had hoped, originally, to spend considerable time personally in Winston-Salem but, owing to the distance from New York State in which all of his other papers are located, he found this impossible without encroaching too much on the time and attention it is his custom and pleasure to give to the supervision of each of his newspapers. But for this fact it is improbable he would have acquiesced in the request to name any price for the Sentinel, in the growing success of which he had, and still has, entire confidence.

"We have been grateful to the former owners, Rufus A. Shore and Henry R. Dwire, for having built up an organization of high character, which it has been a real pleasure to hold together.

"We point with pride to the Sentinel, the result of these efforts. We can have no better wish for Mr. Moon than that he may inherit the same loyalty and devotion from the Sentinel force and the confidence of the Sentinel readers and advertisers which have made our association here both pleasant and profitable."

DETAILS COMPLETED FOR N. Y. CAMPAIGN

Advertising Managers of N. Y. State Dailies Hold Two-Day Meeting in Syracuse—Agency Man Speaks

Details of the co-operative promotion campaign to advertise New York State as a market were worked out at a meeting of the Advertising Departmental of the New York State Publishers' Association, held in Syracuse, Monday and Tuesday of this week.

The campaign will run in 78 dailies, members of the departmental, and will describe in detail New York state as a market for food products, fuel, furniture, men's clothing, etc., and will present official statistics covering the resources of the state.

Statistics will be obtained from every source available, and organized under the direction of R. C. Harris of the *Utica Press*, who is secretary of the Advertising Bureau of the departmental. Each newspaper will be furnished with the statistics. They will also be available for every advertiser interested in selling his products in the state.

Copy for the campaign is being prepared by the Advertising Bureau and will run for a year in the co-operating dailies. Size of the ad is four columns on about 15 inches.

President L. S. Chubbuck of the *Watertown Standard* presided at the opening session Monday. Questions were submitted to the secretary in advance for discussion and these questions were taken up one by one at the meeting.

The advertising division of the Syracuse Chamber of Commerce held a combined banquet with the advertising managers Monday evening. Professor Arthur J. Brewster, head of the advertising department of Syracuse University, was toastmaster. Thomas H. Moore, associate director of the bureau of advertising, American Newspaper Publishers' Association, and Z. L. Potter, president of the Z. L. Potter advertising agency, Syracuse, were among the speakers.

Mr. Potter gave an analysis of what the advertising agency tries to get from the newspaper prior to placing contracts. He said there is "too great variety in rates and national rates vary all the way from the local rate to 100 per cent higher than the local advertising rate." He maintained that newspaper advertising is being sold more intelligently every year and he pointed out the value of newspapers presenting merchandising service, a sound basic policy for fixing rates with some uniformity on national advertising rates, standards of efficiency in selling, mechanical efficiency in printing and a real study of copy service to advertisers.

Frank Tripp, of Elmira, general manager of the Gannett newspapers, told of the difficulties encountered in interesting publishers in promotion work by the advertising departments. He said the publisher had his eye too much on the figures coming up in the cash register than he did on the keys that made the figures come up. It was his opinion that retail stores are going to ease up in advertising to some extent and he believed that the advertising campaign in the state was coming at the most opportune time.

Ross Kellogg of the Empire State School of Printing told of the assistance being given by the school in getting out the state-wide advertising campaign in the newspapers. He also told of research work being done to improve the quality of illustration in newspapers.

The next session of the Advertising Departmental will be in Jamestown, N. Y., in September.

N. Y. TIMES AWARDS PRIZES

In the recent contest of the *New York Times* in which prizes of $50 and $25 were offered to librarians for the best essays on "The Value of The New York Times Index and Files as a Newspaper of Record," first prize was awarded to Miss Irma M. Walker, reference librarian, Long Beach Public Library, Long Beach, Cal., and the second to Miss Bertha Baumer of the Public Library at Omaha, Neb. Judges were Carl V. Van Anda, Miss Jennie Welland and Irving E. Pfeiffer.

LOCAL DISPLAY

Are you getting your Share?

Every publisher has to contend with the problem of lining up local firms who do no newspaper advertising at all.

Our plan has met with universal success all over the country in turning these dead prospects into active weekly or semi-weekly accounts.

The Briggs' plan will get you your share of this local display business without any cost.

WRITE for full particulars.

THOS. W. BRIGGS CO.
Columbian Tower Building
MEMPHIS, TENN.

NOTHING ELSE TELLS LIKE GOOD WORK

A host of Editors have written letters in praise of the Ellis Sunday School Lesson. Some of them have been using it for more than twenty-five years.

Like a golden thread, there runs through these testimonials discriminating comment upon the *quality* of the Lessons. Generous tribute is paid to the literary worth of Dr. William T. Ellis' writings.

After all, it is only because of its good work—sincere religious convictions; painstaking preparation, and first-hand study of present-day life, and of the Bible and of Bible Lands and Customs; and a tireless care really to serve the newspaper public—that the Ellis Lesson has experienced a growing success for more than twenty-five years.

New Subscribers Inherit the Experience and Training of all these years.

THE ELLIS SERVICE
Swarthmore, Penna.

To the National Advertiser

IN that section of the great Metropolitan District which, statistics prove, is the most important, populous and wealthy of all, the

Newark Evening News.

stands as an advertising medium exceeded by no other newspaper in the United States.

Its 1926 record of

5,041,148 Agate Lines of

NATIONAL ADVERTISING

exceeds that of any other Metropolitan daily, and places it FIRST among the week-day newspapers published in the entire nation.

Newark Evening News
ALWAYS REACHES HOME

Eugene W. Farrell
Business and Advertising Manager
215-221 Market Street
Newark New Jersey

O'MARA & ORMSBEE, *Inc.*
General Advertising Representatives
New York Chicago Detroit San Francisco

Informal Notes

L. G. ELLINGHAM,
PUBLISHER,
FT. WAYNE JOURNAL-GAZETTE:

We are interested to read of your purchase of a three-story brick building which you propose to remodel into a modern newspaper plant. New homes for newspapers seem to be quite the thing this year. In this morning's mail we had one letter from a florist, suggesting that we send flowers to one opening, and another from a newspaper soliciting advertising in a special edition celebrating a new plant.

* * *

E. S. McCLURE,
PRESIDENT,
REPUBLIC SYNDICATE, INC.:

I predict that your new feature "Sound Auction Bridge" by Wilbur C. Whitehead will be a big success. It is certainly well gotten up. The way in which you make it possible for a newspaper reader to match his skill against Mr. Whitehead's is unique. As your circular states, it combines entertainment, competition and instruction.

* * *

GARDNER COWLES &
JOHN COWLES,
PUBLISHERS,
DES MOINES REGISTER AND TRIBUNE:

23,082 circulation increase in one year, from 170,131 to 193,213 daily, is indeed something to be proud of. We congratulate both the Register and Tribune, but the Register especially—we noticed it passed the Tribune in circulation during the year.

* * *

HARRY B. CROZIER,
MANAGING EDITOR,
ST. PAUL DISPATCH AND PIONEER-PRESS:

We congratulate you on your appointment as managing editor of the Dispatch and Pioneer-Press, and extend to both you and Mr. Dunlop our best wishes for your success in building still further the great daily which you serve.

* * *

W. L. AIKEN,
EDITOR,
SHARON NEWS-TELEGRAPH:

We commented, last week, in this column on the sale of Striebel's "Kids" in South Bend, his home town. Now we are more than pleased that the "Boys and Girls Page," edited by W. Boyce Morgan, is to be published in Sharon, his home town.

* * *

JOHN E. WODELL,
EDITOR,
ALBERTA FARMER:

Our "Farm Editors Service" which you have just ordered, may come closer home to you than you have suspected. John Matter, one of the important contributors to the service, started his career homesteading in Saskatchewan.

* * *

W. B. CHILSEN,
PUBLISHER,
MERRILL HERALD:

Our Mr. Meyer, in sending in your order for three of our services, comments: "a live city, a live newspaper, a live publisher—he knows good features when he sees them."

* * *

J. H. LITTLE,
CLASSIFIED MANAGER,
MEMPHIS COMMERCIAL-APPEAL:

An envelope from the Commercial-Appeal is always welcome in this office because some apt suggestion that can be used by the "Associated Editors Classified Service" is usually contained therein. How do you like the new general promotion advertisements?

* * *

W. J. HENNESSEY,
CLASSIFIED MANAGER,
NEW BRITAIN HERALD:

Permit us to congratulate you on your new position. We are sure that the publishers of "The Hartford Times" have not made a mistake in closing with you.

* * *

C. S. WALSH,
CLASSIFIED MANAGER,
BINGHAMTON SUN:

We wish to thank you for your appreciation of our "Associated Editors Classified Service." Such expressions as yours serve to spur us on to greater efforts.

John H. Millar



The Right
COPY
+
The Best
ART
in
CLASSIFIED PROMOTION
is a
Winning Combination!

—You Find BOTH in

Associated Editors Classified Service

Copy—Sales Tie-Ups—Consultation by Experts

Art by Meyer—Both Artists—the Best in Their Line

ASSOCIATED EDITORS, Inc.

John H. Millar, President

440 South Dearborn St., Chicago

"Ideas—not merely big names"

JUDGE O'DUNNE QUASHES CONTEMPT CASE AGAINST DETECTIVE CHIEF

Drops Action Upon Receiving Letter Intimating Comments on Arrests Will Not Be Given to Newspaper Men— Jurist Calls His Act Constructive

By H. S. SHERWOOD

CHARLES H. BURNS, found guilty of contempt of court by Judge Eugene O'Dunne last December, appeared before the Judge on Feb. 4, and was discharged. The proceedings against him were quashed.

A week before, the Supreme Bench of Baltimore had refused to grant a writ of certiorari applied for by Clarence W. Miles and Eugene A. Edgett, counsel for Burns. The purpose of this writ was to force Judge O'Dunne to transmit the record in the case to the Supreme Bench and ultimately to bring about a new trial. While denying the writ, the Supreme Bench on its own initiative, directed that the record be transmitted to it. The Judge had previously over-ruled a motion for a new trial.

In his original decision finding Burns in contempt, Judge O'Dunne had said that if Burns, who is the chief of Baltimore detectives, would file with the court a letter in which he said that he would not grant any more such interviews as that which has led to the contempt citation, the court would be willing to drop the case. The Judge had originally found Burns in contempt because of an interview appearing in the *Evening Sun* on Dec. 23, in which a statement was made in regard to William Neimoth and J. E. Sammons, indicted for holding up and robbing the paymaster of Henry Sonneborn & Co. in Baltimore last October and robbing him of $47,000. The Judge held that Captain Burns was in contempt in that he discussed the merits of a case pending in the courts.

Burns filed in the proceedings in which he was dismissed, the following letter which the Judge read at the beginning of his decision:

Hon. Eugene O'Dunne,
Court House,
Baltimore, Md.

My Dear Judge O'Dunne: My counsel have dismissed the motion filed on my behalf for a new trial, resulting from my conviction by you for contempt of Court, and I want to take this opportunity to express to you my views in the entire matter.

I want to make perfectly clear to you that my remarks in the Neimoth and Sammons case were never intended by me to in any way impede or interfere with the administration of justice, nor do I now think that they had any such effect. However, I am not a lawyer, consequently I have not sufficient knowledge to pass on such a technical question.

I merely want to emphasize to you that in the past I have always attempted in my official duty to cooperate in every way possible with the judiciary, and propose in the future to do so.

Very Respectfully,
CHARLES H. BURNS.

In his decision, Judge O'Dunne said in part:

"Captain Burns, it was an unhappy coincidence in my life (and to me a regrettable one) that in the discharge of public duty I felt constrained to reach the conclusion that you were technically guilty of what is known in law as 'contempt of court' growing out of a published interview regarding a serious felony indictment pending in the Criminal Court.

"Your letter, which I direct to be filed in these proceedings, when read in connection with your testimony given last December indicates:

"(1) That it was not your intention that the statement given to the reporter should be published, but was intended as a personal explanation to him and his paper of your action and your reasons for it in the Neimoth-Sammons case.

"(2) That you had no intention thereby to hinder, impede or in any wise contribute to the obstruction of justice in the case of Maryland versus Neimoth and Sammons . . . and that neither the publication nor the possible far-reaching consequences thereof on a pending case were foreseen by you, nor were they intended.

"(3) That you are not a lawyer and are unfamiliar with the legal precedents obtaining in such cases, and that you had never heretofore received legal advice from the Attorney General or otherwise as to when a case in law is a 'pending case' or what are the legal limitations applying not only to detective departments, but also to counsel, parties litigant, public press and all other agencies in such cases. For these reasons and, because of the high esteem in which you are held by your commanding officer, General Gaither, by reason of your good record in the department, I feel that probably the interest of public justice can be better promoted, and secure for the future that hearty co-operation between the Courts and the Police Department so essential to public justice, by this Court now relieving you of whatever embarrassment might attach to a verdict of guilty of contempt of Court.

"Therefore it will be ordered that the verdict of guilty of contempt of Court be stricken out and the citation of contempt is hereby quashed, and the respondent discharged, Q. E. S. D.

"As said in the original opinion filed in this case, what I was trying to accomplish was something constructive and not destructive. The object of this proceeding was to cause a more accurate survey to be made of the boundary lines of the Judicial territory, to the end that litigants seeking refuge within its borders might be, while there detained, protected from all outside, extra-judicial interference pending legal determination.

"Interference with the orderly procedure of Courts is one of the most serious problems today of public justice in its administration through the nation. The responsibility therefore, in my judgment lies primarily with the Courts themselves. They have been too sluggish in protecting litigants 'seeking sanctuary' within their domains * * *

"The public press has, of course, been a great offender, but neither the sole nor the greatest offender. When information of a sensational character is fed to these journalistic enterprises, from such eminent sources as the prosecution and counsel for defense, and when Courts sit supinely quiescent through such spectacular performances, can they (the Courts) in common justice fix the responsibility for these breaches of decorum and of legal ethics solely on the public press, without themselves sharing in a generous manner the responsibility for the contempt of law thereby promoted?"

Judge O'Dunne referred to a letter he wrote Commissioner Gaither last October in which he said:

"* * * The thing that I deprecate is the constant detailing by subheads of departments (meaning detective department) of every clue, real and imaginary, about cases where the suspect is not even apprehended. I think it is a great public evil; one that seriously interferes with the administration of justice and one that should be cured in some way by someone.

"There are ways that it can be cured. The department when running down clues should be muzzled. The papers ought to have sense enough not to print such things even if they are taken into the confidence of the department, but they seem to publish most everything of human interest regardless of the public effect of such publication. It is a criticism of your subordinates and I so intend it, and I think the criticism to that extent is richly deserved.

"If they persist in this kind of publicity there is power inherent in this court sufficient to curb it."

Elsewhere in his opinion, Judge O'Dunne said:

"I think the object has been accomplished. Both local and national thought has been directed to a consideration of the problem. It has created better understanding and a better relation between the administration of Justice and the public press."

The case of the three Hearst editors and two Hearst photographers who we found guilty of contempt for maki photographs in Judge O'Dunne's cou room during a murder trial and who we sentenced to serve one day in jail eac one of them being sentenced to pay, addition, a fine of $5,000, will be final disposed of in the next few weeks, wh the sentences will be served and the fi paid. The Maryland Court of Appe has sustained that decision. As soon the mandate of the Appellate Cou reaches the clerk of the Baltimo Criminal Court, the men will pay the fi and serve the sentences.

USE TRANS-ATLANTIC PHONE

The new era of the trans-Atlantic tel phone was marked in Baltimore on Fe 5 by a conversation between Paul Pa terson, president of the A. S. Abell Co pany, and editors of the *Baltimore Su* and *Evening Sun* on the American e of the 'phone, and C. P. Scott, editor the *Manchester Guardian;* E. T. Sco his son; Van Lear Black, J. Fred Essa and James Bone on the English end. M Black, one of the directors of the A. Abell Co., was in England and was t week-end guest of Mr. Scott. Mr. Essa is the London correspondent of the Ev ning Sun and Mr. Bone is the Lond editor of the Manchester Guardian.

MAKES BRAVERY AWARD

The *Fort Wayne* (Ind.) *News-Sen nel's* first bravery award has been ma to Martin W. Fiegel, city motorcycle o ficer, for his courage in a gun duel wi Joseph Hedges, in which Hedges w killed by the officer.

The Place to Push Sales—

Kansas—made unusually prosperous this year by excellent crop yields—offers an attractive market to persistent advertisers.

The Topeka Daily Capital—

thoroughly covers Topeka and its big trading radius. The only newspaper with a circulation throughout the State.

Included in primary distribution campaigns by leading national advertisers.

40,000 Guaranteed Circulation

Published by Arthur Capper
Topeka, Kansas

From the Linotype Mailbag

"Real Service"

We appreciate very much the manner in which you handled our recent rush order for parts by telegram and wish to say that this is real service and is a great help to publishers.

The Sedalia Democrat
Sedalia, Missouri



BUFFALO EVENING TIMES

uses

Certified Dry Mats Exclusively

This representative newspaper is just as zealous of its physical appearance as it is of the contents of its columns.

They know that Certified Dry Mats mean Certified printing results—cleanly and clearly printed pages. As with the Buffalo Times, so it is with us, quality first, last and all the time.

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue **New York, N. Y.**

for wet mat printing with DRY MAT facility—use Certifieds
MADE IN THE U. S. A.

Our Policy

One Size all mats 20"x24"

One Quality only the best we can make

One Price 15% on standing order

Announcing -

WINSTON-SALEM
North Carolina

—is located in the heart of the prosperous Piedmont Section and is North Carolina's largest city—population, 76,000. (300,000 within 50 mile trading radius)

* * * *

—leads the world in the manufacture of tobacco

* * * *

—leads the state in the value of manufactured products

* * * *

—leads every Southern city in the amount of revenue paid the United States Government

* * * *

—spent $5,583,000 for building improvements in 1926.

* * * *

—has the lowest tax rate in the state.

—the purchase of the Twin-City Sentinel by the Winston-Salem Journal Co., publishers of the morning and Sunday Journal. The two papers will retain their present identity and will offer to the people of Winston-Salem and the surrounding territory a complete all-day news coverage, and to the local and national advertiser an INTENSIFIED morning and evening coverage of the most prosperous section of Piedmont North Carolina, of which Winston-Salem is the center.

National line rate 12 cents daily—only one set of plates and one order required.

WINSTON-SALEM JOURNAL

Mornings including Sunday

TWIN-CITY SENTINEL

Evenings except Sunday

OWEN MOON
Publisher

SANTFORD MARTIN
Editor

W. K. HOYT
Manager

National Representatives

KELLY-SMITH COMPANY

Marbridge Building
New York City

Waterman Building
Boston, Mass.

Atlantic Building
Philadelphia, Pa.

Tribune Tower
Chicago, Ill.

A. D. GRANT, Atlanta, Ga.

MILLION-DOLLAR PLANT ANNOUNCED BY AKRON BEACON-JOURNAL

Ohio Daily Will Occupy New Home About Sept. 1—Plans Call for Five Story Structure, Initial Two Stories to Be Expanded as Needed

CONSTRUCTION of a million dollar newspaper plant has just been started by the *Akron* (O.) *Beacon-Journal*. Under direction of the Moran Construction Company, who have the general contract, work was begun last week on wrecking the old Seiberling mansion which now stands on the site at East Market and Summit streets. The building will be ready for occupancy Sept. 1, 1927.



CHARLES L. KNIGHT

In collaboration with executives of the Beacon-Journal, the plant was designed by Samuel P. Weston of New York, who has been associated in recent years with the design and construction of new plants for the *New York Herald Tribune, Milwaukee Journal, Scranton Times* and other papers. He has recently been retained in an advisory capacity for the new building of the *Chicago Daily News*.

With the awarding of the general contract to the Moran Construction Company, provision is made that all of the work will be done by Akron firms.

The new building is designed to carry five floors, although all of these will not be erected now. The Beacon-Journal will occupy the amount of floor space required adequately to take care of its needs plus normal expansion at this time.

Proper elevator shafts, composing room, press room and other facilities needed to produce a circulation many times that now enjoyed by the Beacon-Journal have been considered.

Constructed of approved fireproof materials, the exterior will be composed of face brick with stone and terra cotta trimmings. The basement will be given over to paper storage, heating plant and the press sub-basement. It will have a floor capacity of some 15,000 square feet.

The first floor will be occupied by the business office, advertising department, circulation department, public lobby and press room. Offices of the business manager, advertising manager, classified advertising manager and circulation manager will be on this floor. There will be two public entrances, one on the Summit street corner and the other at the northeast corner of the building. A marquee is to be constructed over the sidewalks in front of each entrance to protect patrons in alighting from automobiles or public conveyances.

A business office counter will run parallel with the entire width of the building. At the rear of the building there will be a private stairway for the use of employes of the mechanical departments.

A private 20 foot street on both the east and south sides of the building will assure plenty of light and air throughout the plant. The rear of the first floor will be recessed that circulation trucks may be loaded within the building. The building's dimensions are 80x190 feet on property 102x210 feet.

In order that newsprint and other supplies may be more readily supplied, arrangements have been made with the Pennsylvania railroad for the construction of a siding, with an unloading platform on the east side of the building.

The press room will occupy space parallel to the Summit street side of the building where all press operations will be visible to the public through large windows.

The presses will be constructed in a straight line, extending for 100 feet along the Summit street windows. Press equipment is being built by the Duplex Printing Company of Battle Creek, Mich.

This new press equipment will give the Beacon-Journal a page capacity of 112 pages at the speed of 72,000 papers an hour. The present capacity of the plant is limited to 48 pages.

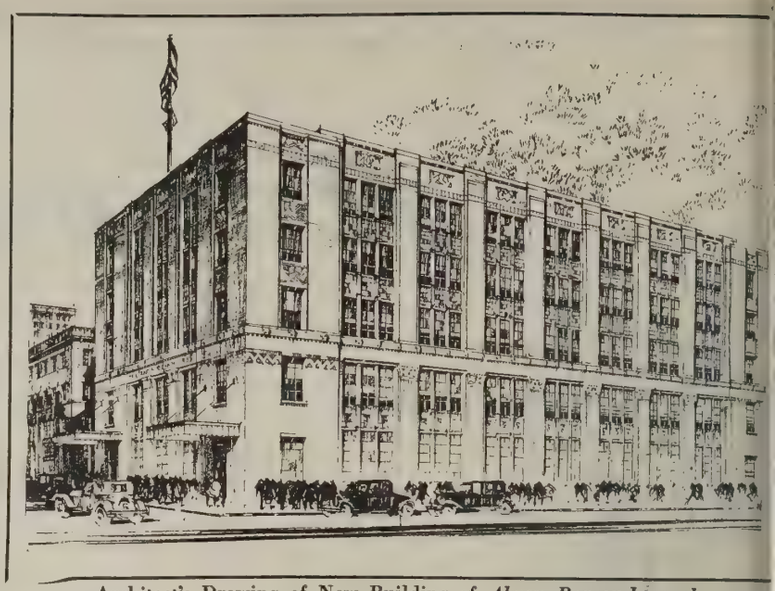
The second floor will be occupied by the offices of the publisher, managing editor and mechanical superintendent, as well as with the editorial, composing room and stereotype departments. It will be reached through the stairway leading from the public lobby and elevator lobby on the first floor. Employes of the mechanical departments will enter the building by the rear stairway and mechanical equipment will be brought to the second floor by an elevator at the rear of the composing room.

All departments on the second floor will have more than triple the present floor space. Machinery in the composing and stereotype departments will be of the most modern character.

The editorial rooms will contain, in addition to the executive offices, a generous reference department, greatly increased facilities for the seven wires now furnishing the Beacon-Journal with world news.

In all departments, spacious locker and rest rooms will be provided for the comfort of employes. Individual lockers will be provided for each member of the mechanical departments and large rest rooms will be included for all departments.

The new building will be completed by Sept. 1, 1927, although the new presses will be installed before that date. It will be the third building occupied by the newspaper under present management.



Architect's Drawing of New Building of *Akron Beacon-Journal*

Officers of the Beacon-Journal Company are: Charles L. Knight, president; John S. Knight, vice-president; E. R. Held, president of the Central Savings & Trust Company, treasurer, and John H. Barry, secretary. Directors are Charles L. Knight, John S. Knight, E. R. Held, John H. Barry and H. S. Seymour, all of Akron.

The organization includes Charles L. Knight as editor and publisher; John S. Knight, managing editor; John H. Barry, business manager; H. S. Seymour, circulation manager; E. A. Neutzenholzer, advertising manager; Frank Wynhoff, manager classified advertising department; Harry B. Reese, superintendent composing room; John Horrigan, superintendent press room, and Terence Mahan, superintendent stereotype department.

The company is owned by the following stockholders, all residents of Akron: Charles L. Knight, Clara I. Knight, Jo S. Knight, John H. Barry, H. S. Se mour, E. R. Held, W. W. McIntosh, V B. McIntosh, Mrs. Carrie P. Dick, Jar Brodhead, Louisa Whitaker, Mrs. Amel Camp, W. C. Hall, Amelia Rowley an the S. G. Rogers estate.

NEW ZEALAND MERGER

The *New Zealand Times*, the olde Wellington morning newspaper, wa merged with the *Dominion*, Jan. 22, ac cording to the London Bureau of Inte national News Service. The New Zea land Times was established in 1874. was liberal in politics. The loss of it identity as a separate newspaper coin cides with the date for the projecte establishment of a new evening news paper in Auckland, to be the evenin edition of the *Christchurch Sun*.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, RICHMOND, ATLANTA, BUFFALO, PITTSBURGH, CLEVELAND, DETROIT, CHICAGO, CINCINNATI, ST. LOUIS, MILWAUKEE, MINNEAPOLIS, KANSAS CITY, DES MOINES, DENVER, LOS ANGELES, SAN FRANCISCO, PORTLAND, SPOKANE, WINNIPEG



Scripps-Howard Newspapers

Desire to Announce the Appointment of Marcellus E. Foster "MEFO" As Editor of

THE HOUSTON PRESS

Effective February 7, 1927

DAILY'S EXPOSE STIRRED OFFICIAL ACTION IN N. Y. RIVER DISASTER

Linseed King Which Sank Drowning 55 Was Unlicensed and Overloaded Daily News Revealed—Reporter Combed Water Front to Get Facts

SOMETIMES it is the duty of a reporter to expose an "act of God" as the neglect of man.

Joseph Brady, a reporter of the *New York Daily News,* has done just that, and, as a result, the disaster of Dec. 20, when 55 lives were lost with the sinking of the Linseed King, a launch, in the icy Hudson River, is something more than a horrible memory. Congressional action has been taken for the protection of workers, not from Providence, but from human carelessness, and the case against the launch's pilot, John Rohweder, to be heard soon in Homicide court, New York, will not be the "whitewash" it might have been.

For two days after the Linseed King disaster, the public was deluged with promises of official action to fix responsibility and punish those guilty. Then followed a long official silence. Assistant District Attorney John F. McGowan was in charge of the inquiry. He allowed newspaper photographers to take pictures to be captioned "Probe Begins," but he locked his doors to reporters. Former District Attorney Frederick Sullivan, representing Spencer-Kellogg & Sons, owners of the Linseed King, obtained a postponement of the case against the pilot.

The general feeling prevailed that the fact that the Linseed King had struck ice, and 55 men had died, was one of those "acts of God" so hard to understand. The New York Daily News wasn't content with this theory. Brady was assigned to the story. He was told to do the investigating which officials apparently were failing to do.

For a month he virtually lived along New York's waterfront, and on Jan. 17 the News announced it had taken action because of the failure of officials to push the case.

"The facts are presented by the News," the announcement said, "in justice to the survivors and the destitute relatives of the dead, the widows and the children."

Brady started his series of articles in the Daily News on Jan. 17. His investigations brought to light that the 55 laborers met death on a boat being operated without a license in violation of laws of the United States and the regulations of the Department of Commerce. He had also discovered that the Linseed King had been cut and spliced and ten feet added to its length, without the proper government officials being notified. Brady had obtained his information from C. W. Clayton, builder of the boat, not from official sources.

The Daily News reporter also obtained detailed statements from the survivors of the disaster, seeking them out a week after the wreck, when they were able to tell their stories calmly. And the stories they told were even more damning than the hasty statements obtained when the catastrophe was a screamer-headline story. The men going to their work across the treacherous, ice-filled Hudson were herded aboard like cattle until the boat was overloaded, in violation of federal laws.

Before the second story in Brady's series had appeared, Assistant District Attorney Ferdinand Pecora declared he would at once review the evidence in the case and take the necessary official action. Assistant District Attorney McGowan was taken off the case and Assistant District Attorney Brothers substituted for him.

For the third article in his exposé, Brady had obtained a signed statement from Captain John J. Brown, former licensed pilot of the launch. Captain Brown charged that Spencer, Kellogg & Sons had refused to lay the boat up for necessary repairs and that he quit after giving warning of the boat's dangerous condition. It had required some detective work on Brady's part to find Brown, and he had located him finally in a waterfront dive. Without telling him that he was a Daily News reporter, saying rather he was simply investigating the case, he finally obtained the statement. After writing it down, he came back and persuaded Brown to sign it. When he returned the second time, he brought two cameramen with him and obtained flashlight pictures of the former pilot just as he affixed his signature to the important evidence.

The Congressional action followed, a bill being introduced in Congress providing stricter inspection of boats plying New York harbor. Under the new bill laborers being carried to work free would be given the same protection as passengers paying fares.

Brady recently left the staff of the *New York Herald Tribune* to join the New York Daily News. He said, at the time, that "real action could be found today on the tabloids rather than on the standard-size papers."

He had become associated with the New York Herald Tribune in the fall of 1924. From 1912 to 1917, Brady worked on the *New York Evening World.* Then, after service with the marine corps in the war, he became news editor of the *Syracuse Journal,* leaving that newspaper to become assistant managing editor of the *Syracuse Post-Standard.* For several subsequent years he was managing editor of the *Providence* (R. I.) *News.*

ENTERS BALLOON RACE

The Akron (O.) *Beacon Journal* has entered a balloon in the national balloon race to be staged May 29 under the auspices of the Akron chapter of the National Aeronautical Association.

Euro-Press
93 Fifth Avenue
NEW YORK CITY

WEEKLY FEATURES

Can Germany Come Back?
By Emperor William
(Release Feb. 26th)

Wanted — Another Peace Conference
By Aristide Briand
(Release March 5th)

Radio and the Next War
Lt. Col. Sarnoff of the U. S. S. C. R. and Radio Corporation of America makes some startling predictions.
(Release March 12th)

The New Italy
By Benito Mussolini
(Release March 19th)

His Romantic Highness—Prince Carol of Roumania
An intimate portrayal by Baron Szolney Vilmos
(Release March 26th)

New York Rights Sold

Photograph Accompanies Each Feature.

Wire for Terms

CHARGES WEEKLY WITH MONOPOLIZING NEWS

CHARGING the *Skowhegan* (Me.) *Independent Reporter,* weekly, with attempting to create a monopoly of news in that town, the *Augusta* (Me.) *Kennebec Journal* has made editorial attacks on the weekly which, the Journal alleges, has gained such control over the residents of the town that they authorize the publication of news only through its columns. As a result, the daily charges, the news is too old to publish by the time papers other than the Skowhegan paper get it. Through the columns of the Journal, the question has been put up to the citizens of Skowhegan. To date the Independent Reporter has made no reply to the daily's complaints.

NEW KENTUCKY DAILY

Local Company to Launch Ashland Times Tuesday, Feb. 15

The *Ashland* (Ky.) *Times,* new 7-day morning newspaper, will begin publication at Ashland, Ky., on Tuesday, Feb. 15, according to Paul J. Hughes, editor of the proposed paper.

The paper will be published by the Advance Publishing Company, a Kentucky corporation capitalized at $100,000. W. S. Clayton, a young business man of Ashland, is the president of the organization, and H. T. Kerns, formerly in the fire clay industry at Ashland, is secretary and treasurer.

Albert K. Moore, formerly with the *Charleston* (W. Va.) *Gazette,* is the business manager.

Mr. Hughes was formerly editor of the *Ashland* (Ky.) *Daily Independent* his service there ending when he sold his interest in that newspaper in 1924. Before that time he was graduated from the School of Journalism of the University of Missouri; operated the *Boonville* (Mo.) *Advertiser;* was assistant city editor of the *St. Louis Times,* going from that paper to the United Press at Chicago in 1918. Transferred to the New York office of the U. P., he served as wire filer and reporter until 1921 when he went to Ashland.

The organization of the Times, so far as completed, will consist of those already mentioned and Samuel B. Reed, circulation manager; Miss Edna Louis Wells, society editor for Ashland; Mrs. Mary Elliott Flanery, Kentucky's first woman legislator, society editor for Catlettsburg, the county seat; G. Van Gorder, Catlettsburg reporter; Gay N. Friel, city editor and reporter; George Hatcher, sports, and Wydea Zachem, assistant circulation manager.

The Times will have the leased wire of the Universal Service.

DAMON RUNYON ILL

Damon Runyon, special writer on the staff of the *New York American,* is seriously ill with pneumonia at his New York apartment. He was taken sick with influenza last Friday and it developed into pneumonia Sunday.

It Will Put More

Sparkle

Into Your Pages

YOU can quickly tell a Ludlow-set newspaper by the snap and sparkle of its pages. So can advertisers, from the results they get—a sound basis for increasing their linage.

Ludlow type in slugs prints clear and sharp, for it is freshly cast for every ad. The Ludlow supplies any size of face up to full-width 72-point, without machine or mold changes.

The high quality of Ludlow-set ads and heads is at once apparent when you look at the pages of the many Ludlow-equipped metropolitan dailies.

In these papers the Ludlow, with its abundance of type on slugs, meets the peak loads of even their biggest editions, and puts snap and sparkle into every page.

The constantly increasing linage of all Ludlow equipped newspapers, the economy with which they are produced, and the fine printing qualities of Ludlow slugs, even when dry mats are used—warrant your investigating this most flexible and efficient system.



Ludlow Typograph Co.
2032 Clybourn Avenue, Chicago

Boston: 470 Atlantic Avenue
New York: 63 Park Row
Atlanta: 41 Marietta Street
San Francisco: 5 Third Street

LUDLOW QUALITY SLUG COMPOSITION

THE RICHMOND NEWS LEADER

VIRGINIA

62,602

Net Paid Daily Circulation

The two per cent cash discount, for prompt payment of bills to National Advertisers and Advertising Agencies, should not be considered a courtesy but a business necessity.

This cash discount is conducive to a prompt settlement of financial obligations—a procedure of undeniable benefit to the newspapers and national advertisers and agencies.

National Representatives

KELLY-SMITH COMPANY

Marbridge Building, New York City
Waterman Building, Boston, Mass.
Atlantic Building, Philadelphia, Pa.
Tribune Tower, Chicago, Ill.

J. C. HARRIS, JR.
Atlanta

NEWSPAPERS USED TO GIVE NEW NAME TO AN OLD PRODUCT

"FreezFoil" New Term for Industrial Alcohol Sold to Motorists in 18 States in Well-Planned Co-operative Campaign—Bought 5,000,000 Circulation Per Week

By HAMMOND EDWARD FRANKLIN

WHEN you drive your car in the winter, you probably use some sort of "anti-freeze," ranging from ordinary calcium chloride to unrefined honey, with results to your radiator sometimes satisfactory and sometimes "not so good."

Consider, then, the difficulty in applying advertising encountered by the manufacturers of denatured alcohol:

This product, which has proven its value for anti-freeze use, is made by all distilleries under government formula. There cannot be the slightest deviation in quality. Various individual brands have become known, and more or less unlabeled denatured alcohol also is sold through trade channels. Other products than alcohol for anti-freeze use have crept in: the industry's main problem has been "denatured alcohol against the field."

Leaders of the industry decided the problem could be worked out and the future for all the distilleries made more secure by educational advertising, but how to put it into action in a really practical way was a serious question.

First, the Industrial Alcohol Manufacturers' Association was formed, bringing together the various key firms in the industry. Headquarters was established at New York with Dr. Lewis H. Marks, executive secretary, as a bond of contact between the members and in charge of scientific research and other executive duties.

A small assessment per gallon produced by each member was voted to be set aside for an advertising fund, making the cost equitable to all, according to size of production. The J. H. Newmark, Inc., advertising agency of New York was called in to work out a plan, in co-operation with the association's advertising committee.

The word "FreezFoil" was chosen as a generic trade name for denatured alcohol to be featured in the advertising. All member firms put their efforts behind this word, which in most cases, was added to their containers in addition to their own trade names.

The first part of the name, "Freez," was lettered with snow and ice and the second half, "Foil," in letters of fire, together with the added description, "Highest test completely denatured alcohol," and the command, "Save your radiator," were registered as a joint trademark. A thermometer at 32 degrees Fahrenheit was made part of the mark.

A study showed that the most promising market is in the 18 northeastern states, because of climate and number of cars. The committee decided upon a twelve weeks' campaign in key cities covering these states. This began the second week in October and continued through December to prepare the way and establish the buying habits of motorists before the actual buying season was at hand.

Newspapers with an aggregate circulation of 5,000,000 per week were used in Boston, Chicago, Cincinnati, Cleveland, Detroit, Indianapolis, Kansas City, Louisville, Milwaukee Minneapolis, New York City, Philadelphia, Pittsburgh and St. Louis. In addition, sectional farm papers carried the industry's message.

A brochure with details of the campaign was furnished each salesman and jobber of a member firm—about 500 in all. Merchandising co-operation was obtained from newspapers. A large cardboard sign in red and black for use by the dealers and visible at great distance was supplied.

A broadside, entitled, "A new name for an old friend," merchandised the advertising by reproducing headings of newspapers and farm papers and reproducing several advertisements. Inside was copy to be used as a window hanger to stimulate consumer business. The piece was used by jobbers and dealers to mail to their trades. The dealer was told that the advertising was to help make industrial denatured alcohol as essential as gas and oil.

Another dealer aid was a window strip in colors for pasting up. Still another was a chart which showed exactly how many "FreezFoil" quarts, plus water, would be needed for all the leading makes



Note how artist has characterized product in "FreezFoil" signature

of cars at the lowest temperatures expected. "Save your radiator" hand-out folders with the chart and story in brief for passing out to car owners by garages and service stations formed yet another link in the sales plan.

"This sign might save your car," "Cracked cylinders due to carelessness," "Safe—and always certain," "When it won't start in the morning," "Blankets are useless," "Freezing weather means nothing if you use FreezFoil," "Keep this icy finger away," "Just as essential as oil and gas," are headlines from the newspaper copy which show how denatured alcohol was brought before the public.

Each advertisement carried this explanatory line:

"FreezFoil is not a motor-damaging compound—it is highest test completely denatured alcohol—sold under various trade names by members of the Industrial Alcohol Manufacturers' Association who are licensed to use the trademark above in connection with their own brands."

"Any product which is a generally known, unpatentable commodity can best be marketed by 'selling the industry'," commented J. W. Darr of the J. H. Newmark, Inc., agency, who, for a number of years, has been a vigorous proponent of association advertising in certain industries. "Never did this feeling fit the case better than in the denatured alcohol industry.

"The organization of an association of this kind is at once a difficult, yet a most interesting task. Those, who by nature, business training, and financial rewards, are competitive, must be induced to sit in council, discuss their problems frankly with each other, and there must be a meeting of the minds on some general type of publicity which will work for the good of all and to the detriment of none.

"An association of this kind brings together the important leaders in an industry, all of whom are different and have different ideas concerning the business, but with the whole-hearted co-operation which all members have shown, each member's special knowledge and ability supplements that of the others and makes for the good of the industry as a whole. Since the organization of the association and the start of the advertising campaign, there has been no dissension—only co-operation from every member, with a far-sighted view of the future, and advertising as a form of business insurance. The president of the association is George F. Dieterle of the Federal Products Company, Cincinnati.

"Newspapers were selected because they are the most flexible medium, because of automobile news and because of intensified circulation in localities where car ownership is highest. To say th the new name, FreezFoil, has taken ho is to put it mildly."

Want to Buy Interest In Newspaper

Young man with wide and successful experience in the business and advertising departments of a newspaper desires to buy majority interest in daily paper in good town. Will consider smaller interest if proposition is sound. Complete details desired.

Address
Box B-795, Editor & Publisher

RADIO ADVERTISIN AGENCY LAUNCHED

Chicago Firm Placing Air Contrac and Arranging Programs—H. A. Fall and A. Linick Owners—12 Stations Cooperating

Chicago's first radio advertising agen opened this week with the announceme it was out to work with, rather th against, the established organizations f preparing and placing the printed copy.

The agency, Radio Presentations Co pany, was opened by Harold A. Fall, f four years sports announcer and assista director of KYW, and Arthur Linic

A radio production department h been organized to prepare continuity pr grams around the sales ideas of the a vertiser or his agency. When the contra is placed by an advertising agency t radio concern allows the usual commi sion.

Twelve radio stations have alrea placed time at the disposal of the organiz tion. Many of the city's leading rad agencies have been signed. The firm offices are in the State-Lake building.

NEW A. N. P. A. MEMBERS

The *Toledo* (O.) *News-Bee* and t *Cambridge* (O.) *Daily Jeffersonian* ha been elected to membership in the Amer can Newspaper Publishers Association, B. Palmer, manager, announced this wee

SENDS TELEPHOTO AD

A financial announcement of t National Tile Company occupying 1 lines across 4 columns, sent to the *Ne York Times* by the W. N. Gates Co pany of Cleveland, transmitted by tel photography appeared in the Times Ja 28.



If you have not received your copy of the

New KANGO Plan

for building circulation and increasin good will, write us now. A revise printing is in an envelope ready to l addressed and mailed to you.

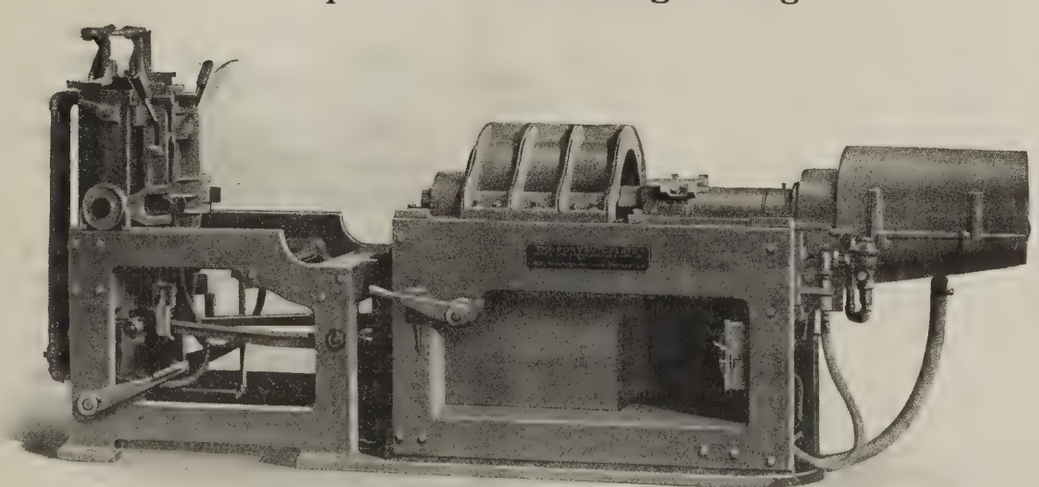
MAREL TOY PRODUCING CO
JOYTOWN TOYS MARY CLEVELAND, President
122 Fifth Avenue New Yor

The Economy of the SINGLE TWIN PONY AUTOPLATE *Machine*

THE SINGLE TWIN PONY AUTOPLATE MACHINE is the all-purpose PONY AUTOPLATE. Its operation and production are essentially the same as the popular PONY AUTOPLATE MACHINE but it possesses this advantage: It may be converted instantly into a TWIN PONY AUTOPLATE MACHINE—doubling production without doubling floor space or doubling investment.

The SINGLE TWIN PONY AUTOPLATE MACHINE costs a trifle more than the PONY AUTOPLATE MACHINE *but* when increased production is required the direct value of its convertible feature is worth many times the small additional first cost.

It is the most economical machine for the publisher who is growing.



WOOD NEWSPAPER MACHINERY CORPORATION

501 FIFTH AVENUE, NEW YORK

N. Y. EDITOR ENDORSES MELLETT MEMORIAL

Barrett of World Says in Radio Address Ohio Man's Martyrdom Stirred Editorial Conscience

The martyrdom of Don Mellett, murdered editor of the *Canton Daily News*, was held up as a splendid example for newspaper aspirants by James W. Barrett, city editor of the *New York World*, in a radio speech from Station WNYC on "Newspaper Work as a Profession," delivered Feb. 7. The lecture was one of a series of talks being offered by the New York Board of Education.



JAMES BARRETT

"Mellett's martyrdom," Mr. Barrett said, "has stirred the professional conscience of American newspaper men and teachers of journalism as few things ever have, and has made many realize for the first time the dignity and respect attendant upon our profession.

"He who most highly serves his fellow men today, whether in the large cities or in a small community, is the newspaper man who fully, fearlessly, impartially and accurately presents the essential facts about the problems that concern the particular community in which he lives."

Mr. Barrett endorsed the plans for the Mellett Memorial at Indiana University, as advocated editorially by EDITOR & PUBLISHER, and also the lectureship at New York University.

In the course of his address, Mr. Barrett remarked that 50 per cent of those taking journalism courses in the United States today were women. He wondered what became of them after they were graduated.

"My experience has been that the professional mortality among lady newspaper writers is very high," he declared. "Most women are fundamentally unfitted to be either reporters or editors for the reason that a woman by nature attaches more importance to people than to facts."

Mr. Barrett concluded by giving the following as the "newspaper man's unwritten code of ethics:"

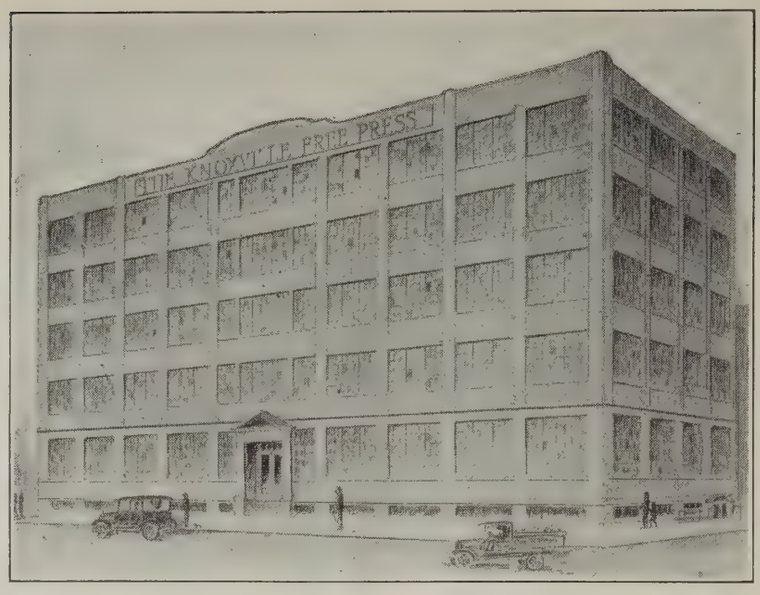
"A good newspaper man will not accept private employment. He will not accept gratuities or any kind of remuneration, which he does not earn from his professional work. He will not accept favors; he will not promote the interests of any person, be he a private individual or a public official. He will not invade privacy, except in the interest of news in which the public is rightfully involved. He will be fair. Above all, he will strive to the utmost to be accurate. He will be trustworthy. He will not accept communications in confidence, which he has no right to accept without the permission of his paper; but, having accepted a confidence, he will not betray it, even under a Washington date-line. He will keep his work clean, and he will think first of his paper all the time."

BOK AWARDS NEXT WEEK

The 1926 winners of the Harvard Bok advertising awards will be announced at a dinner to be given at the new Harvard School of Business Administration in Cambridge, Mass., next Tuesday evening, Feb. 15. Members of the jury of award and prominent advertising men will be guests at the dinner.

DAILY CHANGES NAME

Women's Wear, New York daily, has changed its name to *Women's Wear Daily*.



Proposed Plant of *Knoxville Free Press*

TEXANS WANT TWO LIBEL LAW CHANGES

New Bills Before Legislature Explained to Members of State Press Association Meeting in Austin

Proposed changes in the Texas libel laws were explained to members of the Texas Press Association at its mid-winter meeting in Austin, Feb. 2 and 5. Two changes in the present statutes were outlined by Tom Finty, Jr., of the *Dallas News and Journal*.

The first amends the present law so as to allow evidence of public apology, correction or retraction, of a libel to be admitted as evidence in suits for actual damages. At the present time retractions are admitted in mitigation of exemplary or punitive damages only.

The second change would amend the law of privilege to include accounts of speeches made at public meetings held for a public purpose.

Governor Dan Moody addressed the editors at a joint meeting with the Texas House and Senate Friday.

After outlining some of the needed amendments to Texas libel laws, Governor Moody said: "My interest in libel law changes is not as a privilege to the newspapers, but as a privilege to the people. These changes will enable the newspapers to publish information which the public ought to have and to which it is entitled."

R. L. Baldridge of Clifton, president of the association, presided at the sessions.

STATE TO FIX AD RATES

California Supreme Court So Rules in Telephone Directory Case

Official California will launch upon its first venture in fixing of advertising rates next summer in accordance with an opinion recently handed down by the Supreme Court of the State of California.

The rates in question are for advertisements appearing in directories published by telephone companies, and the order of the court affects all classes of display and special advertisements appearing in that class of publication.

In its order the court placed the rate fixing within the jurisdiction of the state railroad commission. That body recently issued a communiqué giving the telephone companies until July 1, 1927, to file a complete record of the various kinds of advertising service offered in the directories and the rates charged therefor.

The opinion of the supreme court was given in the case of the California Fireproof Storage Company of Los Angeles, an advertiser in the directory published by the Southern California Telephone Company, which protested against an increase in the rates for the advertising. The storage company claimed that the telephone company has shown discrimination in that the rate for some other advertisers remained at the old figure. The court held that the company was a natural monopoly, hence a proper subject for public control.

The court does not attempt to define the extent of the railroad commission's authority in fixing the rates and it is anticipated that the matter will be reopened in the supreme court to obtain a clearer definition of the authorization.

KNOXVILLE DAILY PLAN NEW 5-STORY PLANT

J. P. Roddy, President of Free Pre Says Work Will Start at Once —Recently Changed to P. M. Field

J. P. Roddy, president of the *Knoxvil* (Tenn.) *Free Press*, has announced pla for the erection of a new five-story pla expected to be completed within the ne four months. The building will be 1 feet long and have a depth of 50 fe Negotiations are under way for a ne multi-unit high speed Scott press, a modern stereotyping equipment.

The Free Press entered the daily fie in Knoxville as a morning paper Ap 30 last. Upon the recent consolidati of the *Knoxville Sentinel* with the *Kno ville News*, it changed to the afterno field. The management claims that i creased business since that time h caused the Free Press to exceed the c pacity of its present plant.

The immediate plan of the company to hurry construction of the basement a the first floor of the new building, cor pleting this section before the other fo stories are added. The new press a other equipment will be installed in th section and the offices moved from t present quarters as soon as the seco floor is in place to serve as a roof. Th first floor and basement of the propos building will give the Free Press fo times the floor space now available.

Officers of the Free Press in additi to Mr. Roddy are: S. H. Hodge, vic president; A. R. Ganoe, managing edito and Ralph Cate, treasurer.

Though man is admonished to "kno thyself" he is not advised to tell.—*Tole Blade.*

EDITORIAL CARTOONIST

Available

¶ Somewhere there is a paper with the editorial vigor and independence of the New York World or the Chicago Daily News, that would like to replace its "canned" cartoons with a staff cartoonist who can more vitally reflect the paper's own point of view.

¶ But publishers are so used to reading about the fabulous salaries paid to cartoonists that they instinctively shudder at the thought of hiring one. However, speaking for myself, I'd welcome an opening that offered little more than the per diem wage of, say, a New York bricklayer — provided the paper's policy was liberal enough to give full scope to my challenging portrayal of local and national issues.

If you publish that sort of a paper you may be interested in looking over proofs of my work appearing in national periodicals.

ADDRESS BOX B-827, EDITOR & PUBLISHER

The Trenton Times

and

STATE GAZETTE

NEW JERSEY

Morning State-Gazette	Evening Times	Sunday Times-Advertiser
14,732	41,518	30,504

The two percent discount as now accorded National Advertisers and Advertising Agencies for the prompt payment of bills is sound business. Not only does it make for a rapid turnover of cash, which alone is of great importance, but it also inspires satisfactory business relations.

National Representatives

KELLY-SMITH COMPANY

Marbridge Building, New York City
Waterman Building, Boston, Mass.
Atlantic Building, Philadelphia, Pa.
Tribune Tower, Chicago, Ill.

J. C. HARRIS, JR.
Atlanta

READING M. E. MARKS 50TH YEAR ON DAILY

Eagle's Management and Staff Give Testimonial Dinner to A. N. Burkholder—Outlines His Ideal Paper

Albert N. Burkholder, managing editor of the *Reading* (Pa.) *Eagle,* on Tuesday, Feb. 1, rounded out 50 years of continuous service with that newspaper. The same day also marked his 66th birthday anniversary.



ALBERT N. BURKHOLDER

The event was given signal recognition by the management, department heads and Mr. Burkholder's news staff, at a testimonial dinner which took place at the Berkshire Country Club near Reading.

Speeches of eulogy were delivered by Edwin A. Quier, vice-president of the Reading Eagle Company, who was toastmaster in the absence of William Seyfert, president of the company, who is wintering at Palm Beach, Fla.; Hawley Quier, secretary and treasurer of the company and general manager of the Eagle and a grandson of the late Jesse G. Hawley, who founded the newspaper 59 years ago; Benjamin A. Fryer, city editor; Daniel K. Hoch, circulation manager, and H. Luther Frees, 75-year-old member of the news staff whose birthday anniversary coincided with Mr. Burkholders.

Vice-president Quier on behalf of the management presented Mr. Burkholder with a 23-jewel gold watch, bearing an appropriate inscription inside the case. The staff and department heads presented the veteran editor with an easy chair. A huge basket of flowers was presented to Mr. Burkholder's wife earlier in the day. As a special gift from his staff of reporters and editors, Mr. Burkholder was presented with a large framed layout in which is mounted individual pictures of the members of the staff, each photograph at his own desk in the news room, with a large picture of Mr. Burkholder in the center. On the frame is an 18-karat gold plate bearing a suitable inscription.

Mr. Burkholder was pleasantly surprised on his arrival at the office on the day of the anniversary when he found on the top of his desk a huge gilt eagle holding in its beak a card on which his photograph and a felicitous message appeared. It came from his friends in the press room and stereotyping department.

During the testimonial dinner a surprise was sprung when Dr. Warren F. Teel, president of Schuylkill College, Reading, conferred on Mr. Burkholder the honorary degree of master of arts, "for distinguished service to the community through the medium of the Reading Eagle."

Mr. Burkholder was born in a log cabin in the foothills of the South Mountains, in Lebanon County, Pa. His parents moved to reading when he was eight years old. At that time he spoke not a word of English, the only tongue known to him being Pennsylvania German. He attended the public schools of Reading until he was 16, when he was indentured an apprentice boy in the composing room of the Eagle. He has been with this newspaper continuously ever since. Five years in the composing room, 10 years a reporter, 14 years as city editor and 21 years as managing editor—that is a thumb nail sketch of his newspaper career.

In a speech at the testimonial dinner Mr. Burkholder outlined his ideal of a newspaper, as follows:

"The ideal newspaper is a tireless seeker after the truth, one of the most elusive and ephemeral qualities on earth. Its very life depends on its success in this respect. Running through all of its columns is the fundamental for which it was created—news, news and still more news, all based in the elements of truth.

"I regard the editorial direction of a newspaper as a position of responsibility, but the task is easy to one who knows enough to know that the people to whom he caters, their history, traditions and aspirations; when he knows enough to know the news which is not fit to print; when he knows enough to know how to separate the weeds and thistles from the real products of the fruitful field which he cultivates; when he knows enough to know that the elements which make up the paper having been called the 'people's daily bread.' should not be mixed with poison. Its influence is for good or evil according to the will of those who direct it. Its hopper is filled with news which has been poetically defined as the 'crumbs of humanity and the sweepings of history.' Fill the hopper with poison grain and it will grind it into meal, but there is death in that kind of bread."

MURPHY JOINS BRITISH FIRM

Agency Man Named Advertising Manager of Tobacco Company

The new advertising manager of the British-American Tobacco Company, as announced this week, will be Gail Murphy, now associated with the George Batten Company, New York advertising agency. Mr. Murphy's British appointment becomes effective March 1. He will make London his headquarters, but will also be in charge of the tobacco firm's advertising in all Europe and the Far East.

The American advertising man has had nine years' advertising training with large manufacturing concerns in this country, and for the last 10 years has been an advertising agency executive.

Mr. Murphy started his business career in 1905 with the National Cash Register Company in Dayton, O. Following experience with this firm, he became associated with the Burroughs Adding Machine Company, in charge of its bureau of information and research. When St. Elmo Lewis was made vice-president and general manager of the Art Metal Construction Company, he appointed Mr. Murphy his advertising manager. Later Mr. Murphy became advertising manager of the Chalmers Motor Company.

In advertising agency work, Mr. Murphy was for five years associated with the Charles W. Hoyt Company, New York, as a director. He has been with the George Batten Company for the past three years.

WOULD BAR NAMES

Three bills introduced at the recent session of the California legislature would make it a misdemeanor for a newspaper to publish the name of a person under 16 years of age in connection with all criminal cases, or the names of women or children involved in sex crimes.

FOSTERING INDIANA ART

Newspapermen and advertising men have been selected as officers of the Hoosier Solon Patron's association, an organization of Indiana artists. John C. Shaffer, publisher of the *Chicago Evening Post,* is president. Charles A. Segner, managing editor of the same newspaper is secretary and John T. McCutcheon, *Chicago Tribune* cartoonist and Wilbur D. Nesbit of the William F. Rankin Co. are vice-presidents.

By Far the

Largest City and Suburban Circulation

In

West Virginia

Huntington Advertiser

Evening and Sunday Member A. B. C.

January, 1927, Net Paid Average:

City	14,244
Suburban	3,374
Country	454
Total	18,072

The Evening Advertiser is for ALL the Family.

Advertising Representatives

E. Katz Special Advertising Agency

Largest HOME delivered circulation in Los Angeles!

Los Angeles Examiner

190,000 DAILY 400,000 SUNDAY



The Meeting Place

An Advertisement of the American Telephone and Telegraph Company

It is not so long ago since people met in town hall, store or at the village post-office, to talk over matters of importance to the community. Then came the telephone to enable men to discuss matters with one another without leaving their homes. With the growing use of the telephone, new difficulties arose and improvements had to be sought. Many of the improvements concerned the physical telephone plant. Many of them had to do with the means of using the apparatus to speed the connection and enable people to talk more easily. This need for improvement is continuous and, more than ever, is a problem today. Speed and accuracy in completing seventy million calls daily depends upon the efficiency of Bell System employees and equipment as well as upon the co-operation of persons calling and those called and numerous private operators.

It is not enough that the average connection is made in a fraction of a minute or that the number of errors has been reduced to a very small percentage.

The American Telephone and Telegraph Company and its associated Bell Telephone Laboratories have practically for their sole task the making of the telephone more serviceable and more satisfactory—as a means of conversing with anyone, anywhere, any time.

NUMBER ONE OF A SERIES

THE DISTINGUISHED NEWSPAPER

A VALUABLE NEW LINOTYPE HELP

TRADE LINOTYPE MARK

THE DISTINGUISHED NEWSPAPER, as distinguished from the ordinary newspaper, does not *"just happen."* It is the result of thoughtful planning—both editorial and mechanical.

THE DISTINGUISHED NEWSPAPER increases its circulation because it is pleasing to the eyes of its readers. It gains their confidence in its accuracy and completeness, and attains a place of preferment over its competitors.

THE DISTINGUISHED NEWSPAPER increases its advertising lineage because local advertisers like the appearance of their printed message and national advertisers can feel sure that the effectiveness of their plates will not be impaired by the matter which surrounds them.

AS A CONTRIBUTION to the cause of *better newspaper typography* we plan to run a series of inserts in this publication which will demonstrate effective ways of handling the various sections of the paper; front pages, inside pages, display and classified advertising, editorial and special features; everything that goes to make an interesting and successful paper.

THE DIFFERENCE between the Ordinary Newspaper and the Distinguished Newspaper, with an explanation of some of the factors that combine to make each distinct from the other, is shown on the following pages.

MERGENTHALER LINOTYPE CO., BROOKLYN, N. Y.

LINOTYPED IN THE BENEDICTINE FAMILY

319.18

THE ORDINARY NEWSPAPER

VOLUME I AMERICAN CITY, NOVEMBER 13, 1926 NUMBER 1

MIXING TYPE FACES IN MAIN HEADS IS A COMMON FAULT

Right Underneath the Gothic Head Comes Another Deck Set in Cheltenham Bold Extra Condensed—No Harmony Between the Two Faces—The Caps in the Top Deck Are Hard to Read; There Are No Hooks For the Eye to Catch Hold Of.

The only excuse for mixing type faces in main heads is the lack of sufficient quantity of type to set all the main heads uniformly.

The style head reproduced above and the others that surround it were not conceived in an effort to be facetious, but were copied from a recent issue of a daily paper printed in an eastern city. The makeup, too, as it appears on this page is similar.

CAPS DIFFICULT TO DECIPHER IN THESE 3 LINES

Word Count Reduced By Extended Face Used Thus

TYPE TOO WIDE

This Deck Should Be Smaller and Relate To the One Above

Apparently no head schedule was used by the paper that allowed its front page to be thrown together in this manner.

The purpose of the head is to outline the story as completely as possible in a very limited number of words.

Space is at a premium for head writing. Large, extended type faces are impractical for this purpose. All caps require more space than caps and lower case of the same size and make the job of writing heads much more difficult.

Some makeup men in an effort to play up every possible story set the head out of proportion to the news value of the article.

The old axiom "all display is no display" seems to have been forgotten in some newspaper offices.

SQUARE BOXES "SQUATTY"

Because the shape of a newspaper page is proportionately deeper than it is wide, objects placed within that page should conform in general to this shape. A square box is out of harmony with its surroundings.

Indenting both sides would have extended the depth several lines and would have improved the appearance of this feature.

Heavy rules and black face type are not pleasing to the eye.

PARALLEL HEADS OF THE SAME SIZE PUZZLE THE EYE

When two single column heads of the same size occur in a parallel position they appear at first glance like a double column head, especially so when the top line of the left hand head is too long as happens in this case.

Three Steps Taken When Two Would Have Been Enough

The use of heads like this might be compared to taking one step backward in every three forward. A short article like this does not warrant three lines of 18 point type for a head.

The depth of the head is equal to half the entire text. Nevertheless, we frequently find examples like this in the makeup of the ordinary newspaper.

THIS APPEARS TO BE A DOUBLE COLUMN HEADING

Confusion Caused By Haphazard Style Of Makeup

The first impulse of the reader on encountering two single column heads like this is to read right across the top line into the adjoining column.

The weight of the type face is so much greater than that of the column rule, the division between the columns is hardly noticeable at first glance.

Newspapers have been accused by eye specialists of contributing to a considerable extent toward the increasing number of sufferers from eye trouble and as the newspaper constitutes the main reading matter of the majority this may not be without some foundation in fact.

Whether true or not, anything that contributes toward greater legibility is an object well worth obtaining.

THE

ORDINARY NEWSPAPER

CONTAINS MANY EXAMPLES OF VARIOUS STYLES AND SIZES OF

TYPE FACES

INCLUDING BOLD, ITALIC AND CAPS

They Make the "Ad"

CONFUSING TO THE READER

DISAPPOINTING TO ADVERTISER

INJURIOUS TO THE PAPER

The Distinguished Newspaper

VOLUME I AMERICAN CITY, NOVEMBER 13, 1926 NUMBER 1

Lower Case Easier Read Than Caps

Eye Perceives and Mind Registers the Thought Instantly

Heads More Complete

Greater Word Count Makes For Better Outline Of Story

Newspapers that have adopted caps nd lower case for heads have nearly all one so only after lengthy study of the omparative legibility of this form as ompared with the old-fashioned all-cap yle.

The head writer can make his heads ore complete when lower case is used n the main deck on account of the increased number of letter units at his ommand. Space for one or two extra etters means a great deal in formulating heads.

Another advantage is the closer spacing between words which is possible ith caps and lower case. Frequently here is only room for a thin space, but his does not impair legibility as in the ase of two words set in all caps and not paced wide enough apart.

Two Lines Often Tell The Story

Good Head Arrangement For News Items of Lesser Importance

A study of newspaper heads would eem to indicate that the use of too nany lines in the main deck or too nany secondary decks causes more difficulty to the head writer than if he were cramped for space.

Superfluous words are frequently employed in order to make the head run out to fill the required number of lines.

The style head illustrated at the top of this article will answer for a majority of all the stories passing over the desk with the exception of the few big features, and these, in the average newspaper office, are not nearly as numerous as the lesser items.

Word Count Increased; Legibility Is Unimpaired

Combining the word count of 6 point with the legibility of 8 point is accomplished by the use of Linotype 6½ point Ionic No. 5 which has met with widespread approval as a step in the right direction and away from the old tendency to disregard the legibility of the type used for body matter.

This face is more readable than seven point which is very generally used and with the added word count is ideal for newspaper use.

Italic When Sparingly Used Gives Brightness To Page

Furnishes Necessary Element of Contrast and Relieves Monotony Sometimes Caused by Too Many Heads of Similar Appearance

Italic is appropriate for heads of items having an unusual news angle, a human interest appeal or of a lighter vein than the ordinary run of news.

Especially at the top of the page the italic head serves a splendid purpose in breaking up the straight line across the columns and make it possible to give a much better arrangement to the other heads.

It brightens the appearance of the page and helps the reader select the stories of most interest to himself or of greatest importance as news items.

What has been said of roman caps applies even more strongly to italics. We can think of no possible situation where the use of italic caps is warranted for newspaper heads.

There is really no more justification for setting heads in caps than there is for setting text that way.

The early papers started out with caps (for such heads as they had) and the custom has come down through the years with nothing but tradition to support it.

Boxes Better When Rectangular in Shape

The rectangular shape of this box is in keeping with the general shape of the page itself and overdisplay is avoided by the use of light-face type and border instead of bold face and heavy rule.

A little white space all around the type matter brings it out even more emphatically than the treatment shown on the opposite page and the effect is better.

A few short paragraphs of out-of-the-ordinary news is the kind usually run in a box and as news of this character elsewhere in the paper carries italic heads, box heads should also be in italic.

All Heads In Single Face Best Method

Sure Way to Obtain Dignified and Harmonious Appearance

Acts as "Trade Mark"

Readers Quickly Recognize Their Favorite Paper

One type family with its series of condensed extended, italic and bold is all the variety that any paper needs. Only three variations of a single type family were used in setting the heads and text matter on this page; condensed for the large heads, regular for the secondary decks and italic for the features.

This page was set entirely on the Linotype (except for the title line) using the Bodoni series for all heads.

BETTER TYPOGRAPHY

ALWAYS RESULTS IN

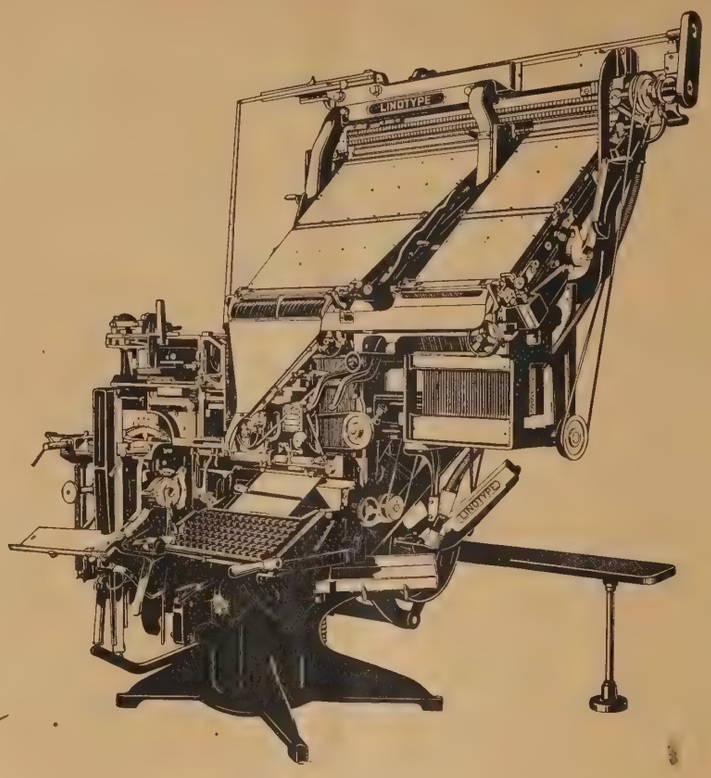
MORE ADVERTISING

The Distinguished Newspaper takes pains in the composition of its display advertising. It keeps abreast of the times by supplementing its type faces with the newest styles which modern advertisers expect, always striving to make its advertising columns

PROFITABLE
to the advertiser

PLEASING
to the reader

CREDITABLE
to the paper



MODERN EQUIPMENT

IN THE COMPOSING-ROOM

One definite way to boost the ordinary newspaper into the distinguished newspaper class is to have Modern Linotype Equipment. When such type-faces as *Garamond, Benedictine, Caslon Old Face, Cloister, Narciss, Bodoni* and many others are available on Linotype Matrices there is really no reason why any newspaper should deny itself the distinction which good type gives. The Linotype effects such savings in composing-room operation that the paper can well afford the time to properly groom itself typographically.

Modern methods and equipment in the composing-room are best expressed in two words: Linotype Composition

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO · CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

LINOTYPED IN THE BENEDICTINE FAMILY

EDITORS TO STUDY CONDITIONS ABROAD

Leave for Ten Weeks' Tour July 16 as Guests of Carnegie Endowment for International Peace

irty newspaper editors, representing ections of the United States, will Europe this summer as guests of Carnegie Endowment for Internal Peace, Dr. Nicholas Murray But- president of the endowment an- ced this week.

e purpose of the tour is "to observe ng economic, political and social tions in European countries and to their institutions which are devoted nternational association and co- tion."

e party will sail from New York on tlantic Transport liner Minnetonka ly 16, will visit London, Paris, The e, Berlin, Prague, Munich and a and sail for home from Boulogne ept. 24 on the Minnetonka, arriv- New York on Oct. 3. Details of eception in each city visited are arranged by the Carnegie Endow- The visitors will be introduced to ers of the Permanent Court of In- ional Justice at The Hague by Brown Scott, director of the en- ent's Division of International

Berlin they will see how Germany rking out her economic reconstruc- in Prague they will see how a new nment has been modeled after the l States and in Geneva they will the activities of the League of s. Announcement of the tour fur- ays:

nferences will also be arranged dministrative officials of the Uni- Postal Union, of the Interparlia- y Union, of the International In- of Agriculture and with the direc- l chiefs of the International Labor The visitors will be in Geneva time of the annual meeting of the l and Assembly of the League of s and will have opportunity to see meet a large number of the lead- n in the public life of Europe.

e party will be composed of edi- epresenting all sections of the States and chosen without any ce to their opinion on domestic ign affairs."

e invited to constitute the party

ge McClellan Bailey, *Houston Post-Dispatch;* Marshall Bal- *New Orleans Item;* Arthur L. *San Jose* (Cal.) *Mercury;* Tho- Dillon, *Minneapolis Tribune;* S. Freeman, *Richmond* (Va.) *eader;* Harold Goff, *Salt Lake Deseret Evening News;* C. C. *Colorado Springs* (Col.) Wade H. Harris, *Charlotte Observer;* William Harrison, *ma City Oklahoman.*

C. Hopwood, *Cleveland Plain* M. J. Hutchins, *Missoula Missoulan;* Harvy Ingham, *Des* (Ia.) *Register;* R. A. James, (Va.) *Register;* Harold B. *Watertown* (N.Y.) *Times* wen Jones, *Lincoln* (Neb.) *State* J. Earl Langdon, *Sacramento Bee;* Robert Lathan, *Charleston News and Courier.*

an J. Levinson, *Portland* (Ore.) *Telegram;* George Morris, *s* (Tenn.) *Evening Appeal;* Douglas Meng, *Kansas City* Hamilton Owens, *Baltimore Evening Sun;* Edgar B. Piper, *Oregonian;* Maurice S. Sher- *artford* (Conn.) *Courant;* J. W. *Phoenix* (Ariz.) *Republican;* B. Stoneman, *Miami* (Fla.) Frederick A. Stowe, *Peoria urnal and Transcript;* James A. *Indianapolis Star;* Arthur R. or, *Saginaw* (Mich.) *News* Tom Wallace, *Louisville* (Ky.) and Casper S. Yost, *St. Louis Globe-Democrat.*

OIL WELLS BRING EDITOR $20,000 A MONTH

AMONG those who have benefited financially by the recent development in the Seminole oil fields in Oklahoma is W. S. Livingstone, editor of the *Seminole* (Okla.) *News.* Mr. Livingstone's monthly income from oil now is $20,000 with prospects of an increase. With that revenue to depend upon, Mr. Livingstone has moved his family to Norman, Okla., where his three boys and two girls will have better educational facilities.

Mr. Livingstone, like J. W. Kayser, editor of the *Chickasha* (Okla.) *Star,* who made a fortune in oil, expects to continue editing his paper.

Assistance to students in attending the University of Oklahoma at Norman is being planned by Mr. Livingstone.

NEWSPAPER STORIES NOT PREJUDICIAL

So Judge Rules in Denying Change of Venue in Pennsylvania—Says Evidence Upheld Newspapers

Publication of facts concerning a crime at the time and following the crime are not sufficient grounds for a change of venue or the granting of a new trial in Fayette county, Pennsylvania, criminal courts.

This point is raised in a decision just handed down by Judge S. John Morrow, Uniontown, presiding judge in the trial of Joseph M. Weisel found guilty of first degree murder, with the stipulation of life imprisonment, for slaying his wife.

It is the first time in recent years, at least, that the matter of news publication incident to a crime has been injected into trial procedure in Fayette county.

The prominence of the parties involved and the character of the murder made the crime sensational. Newspapers all over the county "played it up" with a vengeance. Counsel for the defense, maintained that such publication of the news had so inflamed public opinion as to prejudice a fair trial. The matter was brought up when the case was called in petitions for a change of venue.

The Court, Judge Morrow presiding, refusing a new trial, said in his opinion:

"When the original motion for change of venue was made as the trial was about to begin, all the members of this court were of the opinion that the public mind was not inflamed against the defendant as alleged, and the subsequent developments down to and including the verdict of the jury have satisfied us that this opinion of the Court was right.

"In urging the allowance of the motion the reasons emphasized were that certain newspapers had published articles to the effect that the defendant had made a confession admitting his guilt and that he had had illicit relations with. . . . Undisputed evidence showing all this was actually submitted to the jury at the trial under instructions not assigned as error."

FOUR PASS BAR TESTS

Four Wisconsin newspapermen and one newspaperwoman passed the state bar examinations last week and are now privileged to practice law in Wisconsin. They are: Fred L. Holmes, head of the Holmes News Service, Madison; Gerald L. McDonough, of the *Milwaukee Wisconsin-News* staff; John O'Brien, *Milwaukee Sentinel;* James G. Carnachan, *Milwaukee Leader,* and Doris Berger Welles, *Milwaukee Leader.*

NEWSPAPER MEN EXEMPT

The Ohio house of representatives has passed a bill exempting newspaper men from jury duty.

Go after business where business IS!

Nothing could be simpler or truer than that sound, old dictum.

Indianapolis is the twenty-first city in population, the thirteenth in volume of retail sales. That's because of the Indianapolis Radius (population 2,000,000) of which Indianapolis is the heart and center and soul.

National advertisers used nearly a million lines more space in The Indianapolis News in 1926 than in 1925. Not because they were interested in helping to make a new linage record for all time for The News, but because sales—and profits—justified the increase in selling effort.

They made substantial profits, at comparatively low selling costs, out of the Indianapolis Radius in 1926.

Business analysts point to the Indianapolis Radius as one of the brightest spots on the map of the nation for 1927.

There is absolute proof from past experience, and expert judgment for the immediate future, that the Indianapolis Radius is and will be one of 1927's outstanding selling opportunities.

The Indianapolis NEWS

Frank T. Carroll, *Advertising Director*

New York Office
Dan A. Carroll
110 E. 42d Street

Chicago Office
J. E. Lutz
The Tower Bldg.

EDITORIAL



And the bramble said unto the trees, If in truth ye anoint me king over you, then come and put your trust in my shadow; and if not, let fire come out of the bramble, and devour the cedars of Lebanon.—Judges, IX; 15.

$20,000,000 FOR RADIO

GRADUALLY newspapers are backing away from radio broadcast affiliations. EDITOR & PUBLISHER's little crusade to stop the absurd use of merchandise brand names in newspaper radio program columns is now bearing fruit. Each week we learn of additional papers that have cut out this form of free advertising.

The Publishers' Association of New York City some time ago decided to discontinue the practice of furnishing broadcasters with news. They have found that when a news fact is known to the public there is not the same demand for newspapers. This fact seems as plain as a pikestaff, yet we continue to hear newspaper men say that air publication of news "stimulates interest and creates circulation." The simple fact is that radio news announcements have hurt circulation. We hope that the great press associations that favor radio broadcast hook-ups will soon change their views.

H. V. Kaltenborn, of *Brooklyn Eagle,* told editors at Washington recently that the American air broadcasters did more than twenty million dollars in advertising business last year. How much of that business was sold with the promise to get the brand names of advertised merchandise into newspapers through radio programs we do not know, but it is quite an interesting fact that broadcasting cut so deeply into the advertising dollar. Mr. Kaltenborn said, quite truly, that "we can't hold back this magnificent new science." But neither should we put the immensely expensive system of world-wide news collection, supported by the daily press, behind a competitor. What has become of that great principle of "property right in news"? Radio broadcasters cannot go into the news business, at least at present. Why lead them in at the expense of newspaper advertising and circulation, the two means of newspaper life?

These are prime questions for forth-coming national and sectional conferences of newspaper publishers and business executives.

"The trouble with censorship is that it undertakes to emphasize what is bad and lays absolutely no emphasis on what is good."—Prof. John Erskine, of Columbia.

SPECIOUS REASONING

IN a little conversational skit appearing in the *Omaha* (Neb.) *World-Herald,* two citizens are made to virtuously proclaim against newspapers that publish the details of sordid sex relationships revealed in court cases, the while exposing that each has a perfect knowledge of the facts in all such current cases. The argument is that these people create the demand for such material.

"We give them what they want" is a specious newspaper policy and no alibi. Editors give the public exactly what they select to print. Naturally they seek to print the news, but always within certain limitations. The subjects of interest that are featured as of leading importance are, of course, immediately reflected in public and private conversation. If a newspaper publishes smut, many people will be heard talking of that smut. If newspapers turn their attention to other matters, the man in the street will be heard talking of them.

Lechery is not a first-class news subject, all statements to the contrary notwithstanding. Just as an evil-minded gossip disgusts and repels you, after you have heard enough of his nastiness, so does the average reader turn against the smutty newspaper. Many editors would be surprised, no doubt, at the number of readers that revolted at the Browning case and cussed out editors that printed it. It was very doubtful stuff and circulation gained through it will be hard to hold.

In the same week that this cesspool was overflowing, there were a number of wonderfully interesting stories running. For instance, there was the revelation that Henry Ford's wealth is two billions of dollars. Does any sensible person contend that fact was a less interesting dinner-table topic than the testimony of a stupid roué and his cheap little nobody hussy? In the broad sense, the people take what they get from newspapers—they demand nothing in particular.

GOOD-BYE PATTEE!

MANY of our readers are bound to remember that about a year ago EDITOR & PUBLISHER proclaimed the genius of John G. Pattee who had discovered for his employer, the Newcomb-Endicott store at Detroit, that newspaper advertising really wasn't in it compared with direct-by-mail advertising. Mr. Pattee, under the patronage of the direct-by-mail advertising interests, made a speech loaded with statistics and marvelous trade adventures which was broadcast to retailers in many large cities, the obvious purpose being to destroy confidence in newspaper advertising. We are reminded today of the incident by news from Detroit that the Newcomb-Endicott store is no more. Whether this is the supreme, ultimate manifestation of Mr. Pattee's philosophy in advertising we do not know, but it is certain that Newcomb-Endicott have retired from the field, their business having been absorbed by the J. L. Hudson Company.

American Bar Association now has a Committee on Co-operation of the Press and Bar. We can imagine work that would engage this committee 24 hours per day, every day, for a year, with much desirable co-operation yet to be accomplished.

RIGHT OF APPROVAL

IN Rochester, N. Y., the old question has been raised again whether a newspaper has the right to refuse to censor advertising. Supreme Court Justice John B. M. Stephens found in favor of the *Times-Union* in a suit begun by a furniture company. It was contended that the advertising was not carried because it was misleading to the public and that the rate card expressly stated, "All Copy Subject to Approval." The judge held, in denying a motion for an injunction to compel publication, that the advertising did contain misleading statements and that the notice on the rate card was a part of the contract. EDITOR & PUBLISHER again takes this opportunity to impress upon newspaper managements the necessity of making the words, "All advertising copy is subject to approval and revision by this newspaper," a definite part of every advertising transaction.

Salute Abraham Cahan, who has just celebrated the 25th anniversary of his editorship of New York Forward, true interpreter of the Melting Pot and creator from small beginnings of one of the outstanding journalistic successes of the day.

CHAIN STORE CHALLENGE

TWENTY-THREE representative chain store corporations report aggregate sales of $1,125,919,133 last year in 12,888 retail stores, gains over the previous year ranging up to 45 per cent. This huge economic power is sweeping the country, presenting to clever advertising men opportunities of the highest calibre, whether in support of the chain or in defense of the old system of retailing that it threatens to supplant. It is a local problem in hundreds of cities. In its very nature it plays into the hands of the local advertising medium, but on new, co-operative lines. It is a challenge to the best minds in advertising.

"SWEETEST DAY"

WE have just indulged the excitement of re a "jobber's bulletin" recently issued by National Confectioners' Association. It reference to an "$800,000 Candy Advertising paign," which is being started. It is to be "co-o tive, educational and to popularize candy and inc its demand." The plan was adopted by the Exec Committee, at a Chicago meeting.

A schedule of page advertising, in colors, is run through four magazines. Particularly, this sell "Sweetest Day." Then there will be some d by-mail work, and proofs of the colored adve ments will be circulated among jobbers.

But the big stuff, as we see it, will come whe Association opens up its 14-inch guns in free spa all of the leading newspapers of the land. We from the bulletin: "A most important feature i educational campaign is our news publicity se by means of which we will make available new information about the product candy, its purity, w someness and energy-giving qualities."

Does the executive board really believe it will pen? We mean, that the newspapers of the U States will proclaim, as "news," that candy in inc ing volume is a boon to physical man and child

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The Mayor of Winnipeg, alleging misquot tion in an interview, declared recently in fav of legislation compelling verbatim newspap reports. Vancouver Daily Province repli quite truly, that in the interest of accura readability, economy and decent English, r porters should continue to do their work their own way.

FORD ADVERTISING

IT is widely reported in the advertising field Henry Ford has decided against advertisin what period we do not know, for the reaso do not need it." Simultaneously the Ford pul machine begins to whirr. Almost every news one picks up contains something that promote name and fame of the Detroit manufacturer. is, of course, a legitimate interest in Ford ar enterprises. We do not refer to such news. interest is in the out-and-out advertising "fea that are presented as news. If they are subst for paid advertising, as they appear to be, we p that the policy is unfair both to the newspaper Mr. Ford himself.

Kindly scrap, as outworn, "rich mat "sheik," "love nest," "daddyman," "sweeti "flaming," "silver screen" and "wow."

UNIVERSITY PRESS AGENTR

"SCIENTISTS Uncover Buried Cities of geddon" is the title over an attractive page that the University of Chicago ha been distributing to the newspapers of the c without cost, offering to send mats of any editors will return a postal card. It was a er good story, and we enjoyed reading it until we to that part of the great adventure of the exp in ancient Palestine which had to do with thei of building material in the form of 20,000 squa of "sheetrock wallboard" imported from the States. The story told all about what "she wallboard" is, how it resists fire and wind an nicely it turned the trick for the university expe Then this press-agent literature became merel other of those joint free-advertising stunts whe university and a building material manufacturer the expense of mats, proofs and postage, and a course, the benefits of grafted space. Queer to great university in that business, isn't it?

Late this week we learned that the Pruden Life Insurance Co. has decided to take adv tage of newspaper advertising, which we h long been contending offered to an enterpris insurance concern extraordinary opportunit Watch it win!

PERSONAL

FRANK B. NOYES, president of the Associated Press and publisher of the *Washington* (D. C.) *Evening Star,* and Mrs. Noyes recently visited Miami, Fla., on their way to Nassau for a vacation. In Miami they were guests of Olin D. Kennedy, managing editor of the *Miami Herald.*

John Steward Bryan this week retired from the board of the Chesapeake & Ohio Railroad, stating that his duties as president of the A. N. P. A. and as editor and publisher of the *Richmond* (Va.) *News-Leader* required his entire attention.

Roy Howard, chairman of the board of the Scripps-Howard Newspapers, has returned to his New York office after a vacation spent in Florida.

A. G. Bixby, assistant publisher of the *Seattle* (Wash.) *Times,* is visiting in New York.

Karl A. Bickel, president of the United Press Associations, last week concluded a speaking tour which had carried him from New York to the Pacific Coast. He addressed the recent annual meeting of the Southern California Editorial Association.

J. L. Mapes, publisher of the *Beaumont Enterprise and Journal,* with Mrs. Mapes, is in New York this week on a combined business and vacation trip.

George E. Graff, publisher, *Williamsport* (Pa.) *Sun,* is on a pleasure trip to Honolulu.

John L. Stewart, president of the Pennsylvania Newspaper Publishers Association, is on a holiday with his wife and daughter. They will travel through the mountains of North Carolina, then to New Orleans, El Paso and Los Angeles.

M. E. Tracy, editorial writer and columnist of the Scripps-Howard Newspapers, who is now in San Francisco, is planning to return to his New York office about March 1.

Edgar B. Piper, editor of the *Portland Oregonian,* delivered the Lincoln day address before the Los Angeles Lincoln Club this week.

George F. Booth, publisher, *Worcester* (Mass.) *Telegram-Gazette,* has been elected an honorary member of the Advertising Club of Worcester.

C. S. Sterling, owner of the *Houston* (Tex.) *Post-Dispatch,* has been appointed by Governor Dan Moody as a member of the State Highway Commission.

Hugh Nugent Fitzgerald, veteran Texas newspaper man, now editor-in-chief of the Marsh-Fentress string of newspapers, has been reappointed by Governor Dan Moody to a place on the Board of Regents of the College of Industrial Arts at Denton.

Simon G. Carter, publisher of the *Fort Worth Star-Telegram and Record-Telegram,* has resigned from the Texas Technological College directorate, of which he was chairman.

IN THE BUSINESS OFFICE

FRANK TRIPP, advertising manager of the Frank Gannett newspapers, was principal speaker at the annual dinner of the Wellsville (N. Y.) Merchants Association.

John C. Blackmore, of the advertising staff of the *Milwaukee Journal,* has been appointed advertising manager of the *Syracuse* (N. Y.) *Herald.*

H. Hultzen, formerly of the advertising staff, *Niagara Falls* (N. Y.) *Gazette,* has been chosen an assistant secretary of the Chamber of Commerce of that city.

William Eilers, for several years director of national advertising for the *Sioux City* (Ia.) *Tribune* has joined the advertising department of the *Sioux Falls* (S. D.) *Press.*

Eugene Kelly, business manager, *Sioux City* (Ia.) *Tribune* was re-elected chairman of the Sioux City and Woodbury County Red Cross chapter at the annual meeting this week.

A. Dair, formerly advertising manager of the *Selma* (Ala.) *Times-Journal,* has become advertising director of the the *Asheville* (N. C.) *Citizen.* Before going to Selma, Mr. Dair was with the advertising departments of the *Birmingham Age-Herald* and the *Mobile Register* and the *Mobile News-Item.*

R. A. Franklin, until recently general manager of the *Cleburne* (Tex.) *Daily Times,* has resigned to become editor of the *Electra* (Tex.) *News.*

Harvey R. Young, advertising manager, *Columbus* (O.) *Dispatch,* who has been ill for several weeks, has gone to Florida for a month's stay.

IN THE EDITORIAL ROOMS

HUGH O'CONNOR has joined the reportorial staff of the *New York Herald Tribune.* Mr. O'Connor has been on the staff of the *New York World* for several years, previous to which he was a member of the old *New York Tribune.*

Ralph Thorn has been granted an indefinite leave of absence from his duties as tabloid editor of the *Buffalo Evening News* and has gone to California. His desk has been taken over by Jed Fiske, formerly with Miami newspapers.

"Gee" Ahern, former Nova Scotia athlete, returned to the staff of the *Halifax* (N. S.) *Herald* and the *Evening Mail* after more than a year spent in newspaper work in the United States. He will be sports editor of these papers.

Arthur J. Busch, city editor of the *Brooklyn Citizen* is writing a weekly column called "I Was Thinking ——," following the establishment of a new local feature page.

Peter Vischer of the sports department of the *New York World,* and Mrs. Vischer will sail on the S. S. France, Feb. 19, for two months' vacation on the Continent.

Jerry P. Shaloo, a former member of the city staff, *Worcester* (Mass.) *Telegram,* has been appointed an instructor in Greek at Clark University.

A. M. Nutting, for many years on the editorial staff, *Lewiston* (Me.) *Sun,* is ill in a local hospital.

Newell G. Welty formerly night manager of the Rocky Mountain division of the Associated Press is now news director of the *Bartlesville* (Okla.) *Morning Examiner.*

W. O. Adams has returned to newspaper work as sport editor of the *Bartlesville* (Okla.) *Examiner.*

Marc Wilkinson has resigned as editor of the *Toronto* (O.) *Daily Tribune* to become director of public relations of the Manos theatres in Ohio and West Virginia and to become publisher of the *Toronto Press,* new tabloid.

Albert G. Laney, night editor of the *Paris Herald,* foreign edition of the *New York Herald Tribune,* sailed for Paris last week, after an extended leave of absence. He spent his time in America working on the Herald Tribune staff and visiting his family in Florida.

FOLKS WORTH KNOWING

JAMES W. LINDSAY, who has been representing the Intertype Corporation in Europe since August, 1920, was recently elected a vice-president of the corporation.



JAMES W. LINDSAY

Mr. Lindsay has been managing director of Intertype Limited since he engineered its organization in the latter part of 1920.

Mr. Lindsay was born in Scotland and is descended from a line of distinguished Scottish manufacturers. His parents removed to the United States when he was a small boy and he was educated in American schools, finishing his studies with an engineering course at the Worcester Polytechnic Institute. For many years he was engaged in the practice of engineering and during the war period was connected with the American Telephone & Telegraph Company.

Mr. Lindsay's responsibilities were further increased in December, 1926, by the organization of Intertype Setzmaschinen, g.m.b.h., of Berlin, Germany, of which corporation Mr. Lindsay is also directing head.

In addition to directing the affairs of Intertype's two important European subsidiaries, Mr. Lindsay is the liaison officer between the home office and the various European dealers.

Royal Cortissoz, art critic, *New York Herald Tribune,* has written a series of articles on the Flemish Art Exhibition in London. Because of the extraordinary character of this exhibition Mr. Cortissoz went abroad several weeks ago to cover the show.

George R. Weintraub, dramatic editor or the *Atlantic City Daily Press,* is back at work after a brief illness.

George Beaty, *Atlantic City Press* artist, is now conducting a fan column on the radio page of the Sunday Press under the title "Station WBUG."

H. A. Armstrong, formerly manager of the development department of the *Corsicana* (Tex.) *Daily Sun,* is now editor and manager of the *Corsicana Democrat and Truth.*

HOLDING NEW POSTS

DON WILLINS, from city editor, *Iowa City* (Ia.) *Press-Citizen* to *St. Louis Star* copy desk.

Vernon Spencer, from editor, *Bloomsburg*

(*Continued on page 36*)

The Appeal of Pictures

What does the public want?

One of the outstanding discoveries of the past five years is that the newspaper reading public likes pictures more than any publisher had before realized, and that the public will favor the newspaper that is well illustrated.

Our daily picture page is, we believe, the best to be had. It offers more pleasure to the reader than any other. It is full of feature interest. It is light, and prints well. We recommend it for trial.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — FARRIS A. FLINT, Manager

Now Ready



MILDRED BARBOUR

In a Smashing New Newspaper Serial

SYBIL, TRAPPER OF MEN

A Story of Deception, of Hate, and of Overpowering Love

12 Weeks of 6 Installments Each, Dramatically Illustrated

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager — Earl J. Hadley, Associate

150 Nassau St., New York City

(Continued from page 35)

burg (Pa.) *Herald,* to city editor, *Flushing* (N. Y.) *Evening Journal.*

Arthur Crookham, from city editor, *Portland* (Ore.) *Telegram,* to staff, *Portland Journal.*

NEW PLANTS AND EQUIPMENT

FRED G. COWLES, owner and publisher of the *McAlester* (Okla.) *News-Capital* has just purchased the two-story and basement brick building in which the newspaper is published.

These newspapers have recently adopted the Ludlow system: *Denver Rocky Mountain News; Jones County Call,* Laurel, Miss.; and *New Orleans States.*

A complete outfit of stereotyping machinery and a Hoe right angle quadruple press has just been purchased by the *Indiana Tribune,* Indianapolis.

St. Louis Times has ordered two straight-pattern superspeed Octuple Hoe presses.

Three Linotypes, including two Model 14s, have been installed by the *Shawnee Morning News.*

MARRIED

O. W. COWLING, former telegraph editor, *Spokane Chronicle* and now on staff of *Portland Oregonian,* to Miss Frances Watson of Spokane Chronicle business office staff, at Portland, Jan. 31.

Albert Ehl, stereotyper for the *Cedar Rapids* (Ia.) *Republican* to Miss Patricia Brock, in St. Mary's Church, Solon, Ia., Jan. 31.

William A. J. Scholten, editor of the *Allen* (Neb.) *News* to Miss Josephine LaNotte, Jan. 27, in Omaha, Neb.

Leon Hatfield of the staff, *Kansas City Star,* to Miss Marguerite Rose, in Olathe, Kan., Feb. 5.

Ray Shanahan, former illustrator and portrait painter for the *New York Times* and formerly with the *Boston* (Mass.) *Traveler* and *Boston American,* to Miss Catherine T. Connors, formerly secretary in the advertising department of the Boston Herald-Traveler, at St. Peter's Church, Dorchester, Mass., Jan. 30.

Ryan Walker, art editor of the *New York Graphic,* to Miss Edith Lovejoy, newspaper woman, formerly with the *Chicago Tribune* and *Boston American,* last week in New York. The couple are on a honeymoon trip in the South.

Miss Lucy Donnan Stewart, daughter of John L. Stewart, publisher of the *Washington* (Pa.) *Observer-Reporter,* and Mrs. Stewart, to Cecil Pickney Northrop of Charleston, S. C., in the Little Church Around the Corner, New York, Feb. 1.

Edwin Balmer, novelist and writer of a series of short stories appearing in the *Chicago Tribune,* to Miss Grace Kee, Winnetka school teacher, in Chicago this week.

CHANGES OF OWNERSHIP

C. H. COWLES of Poteau and Fred G. Cowles of McAlester, Okla., have purchased the *Poteau LeFlore County Sun,* from Joe Edelmann.

Toledo (Ore.) *Lincoln County Leader* has been sold by Hall brothers to R. H. Powell, R. E. Collins and J. E. Cooter. Cooter will be editor and Collins mechanical superintendent.

Brookfield (Mo.) *Linn County Gazette* established 75 years ago has been absorbed by the *Linn County Budget* and the consolidated paper appears as the *Linn County Budget-Gazette,* a tri-weekly. The Rev. J. D. Mendenhall, mayor of Brookfield, is editor.

F. F. Erkstrom, Marshall, Minn., newspaper man has leased the *Mellette* (S. D.) *Tribune* from Mrs. Nona Axtell, owner, and will operate the plant.

J. H. Kavanaugh, who recently sold the *Brady* (Tex.) *Sentinel* to Foster & Huffor, has taken charge of the *Lometa* (Tex.) *Reporter,* which he acquired from R. E. Bradbury.

J. L. and J. E. Nunn and David M. Warren, owners of the *Borger Daily Herald, Tampa News, Panhandle Herald* and *Hutchinson County Herald* of Stinnett, have added to their chain of Texas papers the *White Deer Review,* purchased from M. B. Cavanaugh.

Mr. and Mrs. Ben F. Smith, joint publishers of the *Slaten* (Tex.) *Times,* have sold their subscription list, advertising and good will to Mrs. W. Donald, editor and publisher of the *Slaton* (Tex.) *Slatonite.* Mr. and Mrs. Smith retain their equipment and announce that they plan to establish a new paper in some West Texas oil field town.

NEWS VENDORS DON'T SHOUT IN HONGKONG



News vendors do not shout their wares in the streets of Hongkong, that picturesque city of the Orient, but instead, display a sheet printed in large letters, containing the subjects of the live topics of the day. Many old women of the former nobility now sell papers, this fact proclaimed to the world by their small deformed feet. One is shown above displaying a sheet of News bulletins.

ON THE MECHANICAL SIDE

I. J. POLL, 20 years in the composing room of the *Salt Lake City* (Utah.) *Deseret News,* has resigned to join the *Denver Morning Post.*

James J. Rickey, foreman at the *Owego* (N. Y.) *Times,* is spending the winter in Florida for his health.

SPECIAL EDITIONS

QUINCY (ILL.) HERALD-WHIG, Jan. 30, 100-page Progress Edition, including a 64-page tabloid section in which were pictured 355 homes and business buildings erected during the year.

SCHOOLS

COLLEGE editors of Utah at a conference in Salt Lake City this week decided that they had a right to express independent criticism and that faculty domination of the papers should be entirely eliminated.

Certificates of award for the best reporters and copy editors on the University of Indiana *Daily Student* for the first semester were made at the recent annual banquet of the staff. Charles F. Foster was judged the best reporter, while George MacKnight was ranked second and Arthur Flannigan third. Honors for the best copy editing were given to Ruth McKorkle, first, and Vivian Crates second.

Editors of the four daily newspapers will be instructors in a new course in journalism offered at the Cleveland College. Earle Martin, editor and publisher, *Cleveland Times;* T. A. Robertson, managing editor, *Cleveland News;* Ted O. Thackery, managing editor, *Cleveland Press,* and Erie C. Hopwood, editor, *Plain Dealer,* will offer lectures on "The American Newspaper." Clyde C. Miller, publication editor, Cleveland Board of Education, has been named as head of the Journalism department of the college.

Burgess Johnson, formerly director of publications at Vassar College, Poughkeepsie, is now at Syracuse University in a similar capacity and began his duties last week. He came to Syracuse from Boulder, Colorado, where he was located during the first semester.

NEW PUBLICATIONS

AUBURNDALE (Fla.) TRIANGLE TIMES is a new weekly started by James Metcalf. It will cover the towns of Auburndale, Lake Alfred and Winter Haven.

ASSOCIATIONS

OFFICERS of the TRI-STATE EDITORIAL ASSOCIATION met in Sioux City recently to outline plans for the annual fall meeting to be held Interstate Fair week in Sioux City, Sept. 21, 22 and 23.

Redwood county, Minnesota, editors have formed a county association with John Peterson, Belview, president; John Dietz, Wabasso, vice-president; Bess M. Wilson, Redwood Falls, secretary-treasurer. Seven newspapers are affiliated.

Annual convention of the ADVERTISING AFFILIATIONS, composed of advertising clubs in Western New York, Northern Pennsylvania and Southern Ontario, will be held in Erie, Pa., May 20 and 21. The keynote subject will be "Reaching a Greater Market in 1927." Col. Leonard B. Ayers, vice-president of the Cleveland Trust Company, will give the keynote address.

In conjunction with its annual convention the BRITISH ADVERTISING ASSOCIATION in this year to hold an Advertising Exhibition at Olympia, venue of the Automobile Show, the Daily Mail Ideal Home Exhibition and similar annual shows. Both exhibition and convention will be held at Olympia from July 18 to 23.

SUN CLUB, social and welfare organization of the *New York Sun,* is to give a dinner in honor of Edwin S. Friendly, business manager of the Sun, at the Cafe Savarin, Saturday, Feb. 26. The dinner will be followed by a dance.

ADVERTISING CLUB OF ST. LOUIS and the Sales Managers' Bureau of the Chamber of Commerce will give a joint Valentine party at Hotel Chase, Tuesday evening, February 15.

$100,000 LIBEL SUIT

County Treasurer Eugene Torstenson recently filed a libel suit asking $100,000 damages from the *Helena* (Mont.) *Independent* and Will Campbell, editor. The suit is based on an article printed in December, 1926, which quoted the treasurer's comments following the robbery of his office at Plentywood, when $100,000 was stolen. He claims the story was "false, malicious and unprivileged."

FLASHES

The old fashioned, rugged type o journalism still flourishes in the west A coast editor says of a political can didate: "If there is an idea in his head it lives the life of a hermit.—*Halifa Herald.*

After Chicago erects the propose memorial to the cow that burned th city, it should award sharpshooter medals to its machine gun bandits.—*Worcester* (Mass.) *Gazette.*

It appears that Charlie Chaplin wa fully able to write the scenario for "Th Gold Rush."—*Janesville* (Wis.) *Gazett*

We may expect to hear any day tha Casey of Mudville was "sloughing when he staged his famous strike-ou —*Florence,* (Ala.) *Herald.*

Germans won't lead long as chemist They haven't the incentive of industri alcohol.—*New York Telegram.*

About the only time the little E ropean states present a united front when they are in the market for a loa —*Vancouver* (B. C.) *Province.*

You can estimate a town's size. Th smaller the population the bigger th municipal slogan sounds.—*New Yo Telegram.*

If the Marines can protect Americ property in Nicaragua, why not try the in Chicago?—*Stamford Advocate.*

Everybody would favor selective bir control if it could be made retroactive. *San Francisco Chronicle.*

A lot of our modern problems seem come in liquid form. Take oil, for i stance, or alcohol. Or, for that matt whitewash.—*San Diego Union.*

World Leadership in Radio Advertising

For years radio advertisers have used more space in THE SUN than in any other newspaper in the world.
In 1926 THE SUN alone published 33 per cent. of all Radio Advertising placed in the twelve New York newspapers.

The Sun
280 Broadway New York

The Flexitype Dry Flong

is successful in newspaper plants because, it is

1—Easily prepared and,

2—Produces plates with (a) type that prints black (b) and halftones distinguished by their clearness and detail.

We have convinced others. Let us show you.

Brooks Paper Company
St. Louis, Mo.

Largest Newspaper West of Chicago

500,000

Copies DAILY

The KANSAS CITY STAR

The Hartford Times.

CONNECTICUT

53,168

Net Paid Daily Circulation

realizes that the two per cent discount is vitally essential in smooth running business relationships between newspaper, advertiser and agent.

The two per cent discount policy develops prompt payment of accounts by National Advertisers and Advertising Agencies.

National Representatives

KELLY-SMITH COMPANY

Marbridge Building
New York City

Waterman Building
Boston, Mass.

Atlantic Building
Philadelphia, Pa.

Tribune Tower
Chicago, Ill.

J. C. HARRIS, JR.
Atlanta

WITH THE GENERAL ADVERTISERS

Publix Theatre Subsidiary Using Full Pages in Illinois Newspapers—Seattle Lists Metropolitan Dailies for Campaign—W. J. MacInness Made Ad Manager of Bright Star Battery Company

THE Great States Theatres, Inc., subsidiary of the Balaban & Katz chain and affiliated with the Publix Theatres Corporation is using full-page advertisements for an "institutional publicity" campaign in the Illinois downstate cities in which its houses are located. The full-page evidently is the forerunner of a series of promotional copy for new copy has been appearing in some of the papers on the early schedule. Readers are invited to send in to the Chicago office for a booklet describing in detail the chain, its investment and its policies. Officers of the Great States Theatres and their affiliation with the Publix and Balaban & Katz corporation are designated with list of all the houses under the Great States control in Illinois.

A newspaper advertising campaign will be started in March by the Seattle Chamber of Commerce to bring tourists and residents to Seattle and "The Charmed Land" region. The chamber is selecting metropolitan papers in the Middle West for the beginning of this campaign.

W. J. MacInness, associated with the Wm. H. Rankin Company for twelve years, has become advertising director and assistant to J. R. Crawford, general sales manager, for the Bright Star Battery Company of Hoboken, N. J. An extensive magazine and newspaper advertising program for Bright Star Radio Batteries and Flashlights has been launched—metropolitan dailies will be used extensively.

Merger of four leading office equipment manufacturers as Remington Rand, Inc., is virtually completed. The new organization, it is estimated, will have sales of about $60,000,000 annually and net earnings in excess of $8,500,000.

The Remington Rand Company will consolidate and co-ordinate the Remington Typewriter Company, the Rand-Kardex Bureau, the Dalton Adding Machine Company of Cincinnati, the Baker-Vawter Looseleaf Ledger Company of Benton Harbor, Mich., and another company whose name was not made public.

The Metropolitan Life Insurance Company is using more than 1,500 newspapers in the United States and Canada to present its annual report to its 24,500,000 policy holders.

As in former years the fiscal report is boxed in the center of a general health message, 16 inches by five columns. This year the message tells of "The Value of Human Life at All Ages." The annual advertising appropriation of this company totals more than $4,000,000.

A campaign against corrosion in motor car parts has been launched by the Standard Oil Company of New York in newspapers of New York State and New England. Fortnightly insertions, 15 inches by five columns, will be run through April, explaining the desirability of better gasoline. The H. K. McCann Company handles the account.

Merchants attending the Southwest Retail Merchants' council in Kansas City, Mo., last week were told by T. K. Kelly, Minneapolis, that newspaper advertising is the best medium for the use of all retail merchants. "Good will for any store first must be created by newspaper advertising," Mr. Kelly said.

Speaking before the Buffalo chapter of the American Institute of Banking, Charles H. Moore, vice-president of the Union Trust Company of Rochester, asserted banks of the United States will invest $15,000,000 in advertising this year, of which $7,500,000 will be invested in newspaper and magazine advertising, largely the former.

Joseph H. Appel, director of advertising for the John Wanamaker store, New York, sailed Thursday of this week on a Mediterranean tour.

The Oregon Poultrymen's association, Portland, Ore., has made tentative plans for a $5,000,000 advertising campaign in the interests of western poultry. R. J. Dixson, manager of the Pacific Co-operative Poultry Producers, which markets eggs from Oregon and Clark County, Wash., is back of the movement.

A newspaper schedule is being drawn up in the Philadelphia office of the Charles C. Green Advertising Agency, Inc., for the Coopers Creek Chemical Company, West Conshohocken, Pa., manufacturers of "C-4 Motor Fuel."

PAPER MAKERS TO MEET

Association Reports $2,000,000 Spent to End Waste

The fiftieth anniversary convention of the American Paper and Pulp Association will be held in New York, Feb. 21 to 24. Among the reports to be made is one on the efforts of the association to assist state governments in purifying streams used for power and water supply.

Dr. Hugh P. Baker, secretary of the association, said Wednesday the paper industry has spent more than $2,000,000 in the last few years for research work designed to curb waste.

AD TIPS

Brandt Advertising Company, 431 North Michigan avenue, Chicago. Supplying some midwest papers with orders on Foot Remedy company, Chicago.

Chappelow Advertising Company, 1709 Washington avenue, St. Louis. Now handling the advertising of the Langenberg Manufacturing Company, of the same city.

Ferry-Hanley Company, 6 North Michigan avenue, Chicago. Will use a small list of selected towns in the spring on the advertising of the Southern Pine association, New Orleans, Louisiana.

Charles C. Green Advertising Agency, Inc., 450 4th avenue New York. Has secured account of Skiler's Laboratories, Inc., Philadelphia, manufacturers of Skiler's Antiseptic.

Gundlach Advertising Company, 400 North Michigan avenue, Chicago. Now issuing orders to a list of newspapers on Deisel-Wemmer Cigar company, Lima, Ohio.

Henri, Hurst and McDonald, 58 East Washington street, Chicago. Orders have been issued to a list of newspapers on the Marquette Cement Manufacturing company, Chicago.

Lord, Thomas and Logan, 400 North Michigan avenue, Chicago. Will have list on Palmolive Company, Chicago, ready in the course of a few weeks.

W. D. McAdams Company, 360 North Michigan avenue, Chicago. Has issued orders on Van Camp Company, Indianapolis.

C. P. McDonald Company, Inc., 250 West 57th street, New York. Has secured account of the Manifold Supplies Company, Brooklyn, manufacturers of Panama typewriter ribbons and carbon papers.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Supplying general list of newspapers with contracts on French Lick Springs Hotel Company.

C. F. W. Nichols Company, 14 East Jackson boulevard, Chicago. Supplying a few metropolitan papers with copy on H. W. Gossard Company, Chicago.

Fred M. Randall Company, Book Tower, Detroit, Mich. Now placing account for the Hy-Style Garment Manufacturing Company, Detroit.

Van Allen Co., 307 North Michigan avenue, Chicago. Has issued orders to a large list of newspapers on Critchlow Company, Chicago.

Williams & Cunningham, Inc., 6 North Michigan avenue, Chicago, Ill. Placing account for the Richards-Wilcox Mfg. Company, Aurora, Illinois, manufacturers of door hangers and hardware specialities.

P. P. Willis, Inc., 507 Produce Exchange Building, Toledo. Handling account for the Warner-Patterson Company, Chicago, manufacturers of auto accessories, etc.

Woolf-Gurwitt Advertising Co., 8 South Dearborn street, Chicago. Will handle the account of the Platt Drug Company, Chicago, manufacturers of Make-Man tablets and Cod Liver Oil Emulsion.

In San Francisco
In Los Angeles
In Oakland

California's First Three Cities

The Call's Advertising Gain
1926 Over 1925, Leads All Papers

The tabulation below shows the total lineage carried by the newspapers in these cities for 1926 and 1925, together with their gains and losses:

(All Figures Stated in Agate Lines)

PAPER	1926	1925	Gain or Loss
San Francisco Call	**10,933,311**	**9,334,345**	**1,598,966 Gain**
Oakland Post-Enquirer	10,166,184	8,952,972	1,213,212 Gain
Los Angeles Herald..	17,505,474	16,591,498	913,976 Gain
Los Angeles Times.....	26,489,386	25,909,058	580,328 Gain
San Francisco Examiner..	19,671,021	19,135,663	545,358 Gain
San Francisco Daily News.	8,044,564	7,549,661	494,903 Gain
Los Angeles Examiner....	22,953,248	22,460,665	492,583 Gain
Oakland Tribune	19,071,710	18,849,762	221,984 Gain
San Francisco Chronicle..	11,710,123	11,497,850	212,269 Gain
Los Angeles Record.....	5,147,660	4,975,628	172,032 Gain
San Francisco Bulletin....	7,011,878	7,106,631	94,753 Loss
Los Angeles Express.....	9,213,582	9,399,516	185,934 Loss
Los Angeles News.....	2,871,722	3,208,772	337,050 Loss

CIRCULATION
of San Francisco Evening Papers

Government Statements, October 1, 1926

	CALL	News	Bulletin
City	**70,165**	61,788	39,779
Suburban	**25,968**	9,167	18,329
Country	**11,506**	1,657	11,266
Bulk	**252**	175	1,458
Total	**107,891**	72,787	70,832

No copies of The Call are circulated free or at a reduced rate, either alone or in combination with any other newspaper.

Over 90% Circulation in the Rich San Francisco Area

THE CALL

San Francisco's Leading Evening Newspaper

CHARLES SOMMERS YOUNG, *Publisher*

Representatives

NEW YORK	CHICAGO	LOS ANGELES
Herbert W. Moloney	John H. Lederer	Karl J. Shull
604 Times Bldg.	901 Hearst Bldg.	Transportation Bldg.

OUR CUSTOMERS WRITE OUR ADS

THE WISCONSIN STATE JOURNAL

OF THE LEE SYNDICATE

THE WISCONSIN STATE JOURNAL
MADISON, WISCONSIN

January 24, 1927.

Irving K. Stone, President,
Duplex Printing Press Company,
Battle Creek, Michigan.

Dear Mr. Stone:

It seemed unfair to contemplate the pleasure we are experiencing in the operation of our Duplex Super Duty press without sharing with you the knowledge of our satisfaction.

The purchase of such a press means a very substantial investment, one that is not made without thorough study and deliberation. Perhaps I can make my message no more clear than to say that after one year's experience with the press, we are *as sold on it as we were upon the day of purchase.*

Sincerely yours,
I. U. SEARS,
Business Manager.

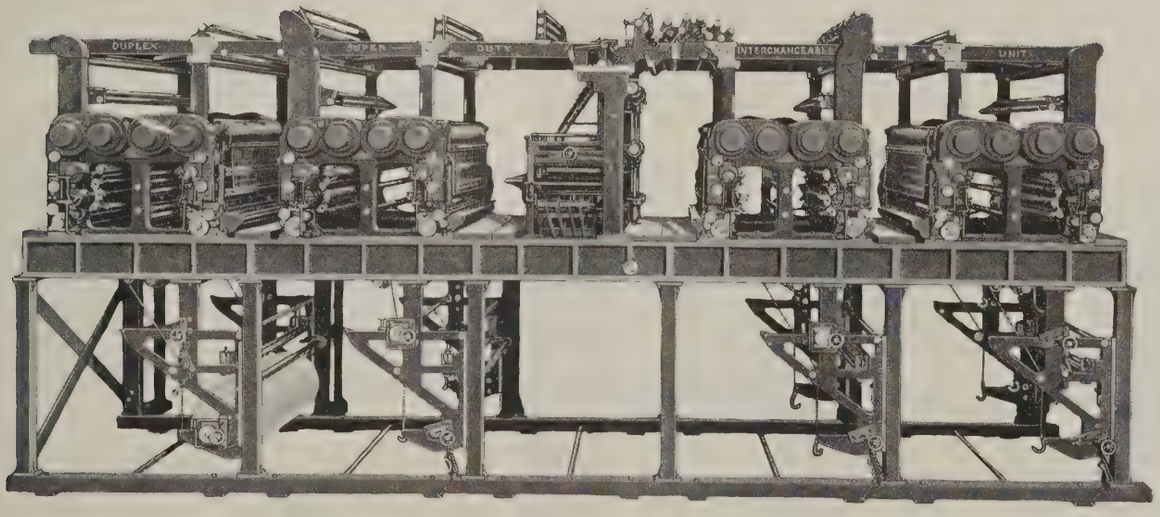
P. S.—We have not only published The Journal but also the opposition paper for the last two days.
I. U. S.

"After One Year's Experience With The Press, We Are As Sold On It As We Were Upon The Day Of Purchase."

I. U. SEARS, Bus. Mgr.
Wisconsin State Journal
Madison, Wisc.

THE DUPLEX SUPER DUTY PRESS

INTERCHANGEABLE UNITS



The Duplex Super Duty Interchangeable Unit Octuple Press Now Printing The Wisconsin State Journal

A New Standard of Excellence For Metropolitan Requirements

THE DUPLEX PRINTING PRESS COMPANY

OF BATTLE CREEK, MICHIGAN

BUILDING NEWSPAPER CIRCULATION

G. Herb Palin "Sloganizing" the New York Sun—Wide Range of Contests Underway—Newsdealer's Protective License Proves Boomerang in Raleigh

G. HERB PALIN, sloganeer, is "sloganizing" the *New York Sun* for a truck-poster campaign now being conducted by that newspaper to build good will and attract new readers. The veteran catch-line rhymster has prepared more than a score of slogans, for the Sun. So far nine have appeared on the newspaper's delivery trucks. They follow:

"Unsurpassed and Growing Fast."
"Gives best reports in the field of sports."
"On merit alone, It's prospered and grown."
"After all is said and done *the* evening paper is the Sun."
"Prosperous people read it, Advertisers need it."
"Read and bought by those of thought"
"Every *one* needs the Sun."
"Makes interest grow in radio."
"Far in advance in the field of finance."

Contest editors are helping the circulation managers in several cities these days with out-of-the-ordinary ideas and revamped stunts of other years.

The *Chicago Herald-Examiner* is dividing $5,000 in prizes among winners of "The Greater Chicago Amateur Piano Playing Contest." The promotion appeal is being directed particularly to school children. First prize is $1,500.

In Baltimore the *Evening Sun* has all the local artists busily drawing masterpieces for its sketch contest. The *Philadelphia Evening Public Ledger* is running a "What Do You Think About It?" contest on its woman's page, awarding seven cash prizes ranging from $10 to $1 for the best letters on subjects of interest to women. Different subjects are assigned each week to write about, such as, "Should an Engaged Girl Go Out With Anybody But Her Fiance?" and "Should the Girl Who Does Not Have to Earn Her Living Take a Position?". The same paper is also claiming success with a new twist of the old cross-word puzzle game. The words to be filled in the empty squares are all historical, and the Evening Ledger is promoting the contest as an education in history, awarding $500 as first prize to "the foremost graduate" of its history class.

Hearst Sunday papers are offering $50,000 as prize money for a "Presidents and First Ladies of the Land" contest, the advertising for which was prepared for Victor Polachek, general manager of the Sunday papers, by the general promotion department in New York.

North Carolina publishers are protesting a bill introduced in the state legislature by Representative N. B. McDevitt, providing a graduated tax of from $10 to $105 on all wholesale newspaper and magazine dealers, the size of the tax being determined by the size of the town. The bill was prepared on the suggestion of a Raleigh news dealer, who desired a state tax for those plying his trade, ostensibly to keep "fly-by-nighters" out and to establish a responsible business. He has since come to realize that the measure as introduced would tax newsboys off the streets, and is seeking to have another bill drawn. Members of the legislative finance committee have been apprised of the newsdealer's mistake, and it is expected the bill will be pigeon-holed.

More newsboys are sent to college from Lynn than any city in New England, E. E. Keevin, director of the Lynn Newsboys' Association declared in an address broadcast from Station WEEI Feb. 4. The speech was made in connection with a ball sponsored by the association on that date for its scholarship fund. Eight newsies will be assisted in college work from proceeds of the ball, he said.

Mr. Keevin told a story of Thomas A. Edison's boyhood days. He said:

"Edison's school teacher sent him home one day and was also told that he was a 'lunk head,' in the bargain. The words 'lunk head' in Edison's day carried the same meaning that the phrase 'dumb bell' does today. This directly led up to young Edison quitting school when only 14 years of age. Edison's mother was his guiding star and he wanted to help support her. He became a newsboy and delivered the *Detroit Free Press* in a territory covering a railroad run of 30 miles out of Detroit.

"During his spare time he learned how to operate a telegraph instrument and could sent messages by the Morse code when 15 years of age. He utilized this knowledge as a newsboy and used to telegraph bulletins of news to station masters along the road in advance of his arrival with the newspapers. All this happened in the closing days of the Civil War and people were very eager to learn the news of that struggle.

"In my work with junior newsboys there are two Americans I always try to hold up as an inspiration. Thomas A. Edison is one. The other is Theodore Roosevelt."

E. E. Scott, formerly circulation manager of the *Tulsa World* has taken the same position on the *Miami* (Fla.) *Tribune.*

A letter mailed by the *Hartford* (Conn.) *Times* on June 6, last, to its New Britain, Conn., distributor was only recently delivered after a lapse of nearly eight months. The two cities are less than 10 miles apart. During its wanderings the letter strayed off the beaten path and went to New York and Ireland and then came back to the fold. The address was typewritten.

Every department of the *Baltimore* (Md.) *Sun* was represented among those attending the annual dinner, Jan. 27, of the Sun Route Owners' Association. Francis J. Wolfe, president of the association presided. Among executives and editors present were: Paul Patterson, president of the A. S. Abell Company; James C. Fenhagen, director; William F. Shimick, vice-president; J. Haslup Adams, editor of the Sun; Hamilton Owens, *Evening Sun;* Edwin A. Fitzpatrick, assistant managing editor, Evening Sun; Joseph A. Blondell, treasurer; Charles O. Reville, circulation manager; R. E. Vogelman, assistant circulation manager; F. K. Wilson, manager of street sales; F. A. Dittus, manager of out of town circulation; C. Bruce Ernest, city editor, Evening Sun, and Paul Menton, sports editor, Evening Sun.

ADVANCES DEADLINE

N. Y. American Now Reaching Street Between 7:15 and 7:30 P. M.

Seeking speedier circulation representation, the *New York American* has advanced its first edition deadline and is now on the street between 7:15 and 7:30 P. M. of the day preceding the publication date.

Last Saturday for the first time, the Sunday American was on New York streets at five o'clock. This makes the composing room deadline 4:30 Saturday afternoon, in place of the previous hour of 7:25.

The daily deadline is now 6:45 P. M. Up until a few weeks ago it was 7:45 when it was first changed to 7:25, before being advanced to the present early hour.

Lee Ettelson, managing editor, is responsible for the innovation.

FASCIST PAPER SUPPRESSED

Suppression of the Fascist paper, *Il Pensiero Latino,* published at Nice, was ordered by the French Minister of the Interior on Jan. 25.

Imperial METAL



Money Wasted in the Melting Pot

THERE are still some publishers who insist on throwing their good money into the melting pot. They seem to be perfectly willing to buy frequent supplies of new type metal and to indulge in expensive toning metals. They look on metal and machine troubles as necessary, expensive evils. And yet, thousands of their fellow publishers have long since put the clamp on all this type metal waste.

The hard and fast rule of publishers who are getting the maximum of type metal efficiency with a minimum of cost is that only Imperial Type Metal, serviced by the Plus Metal Plan shall be used in their shops. Strict adherence to this rule means their metal is uniform in quantity and quality at all times. Trouble is minimized and years of additional working life are added to their metal.

The Imperial Plus Metal Plan removes the waste at the metal pot. It's efficient, reliable and economical. That's why it is standard practice with thousands of publishers.

IMPERIAL TYPE METAL CO.

Manufacturing the following metals:

LINOTYPE MONOTYPE INTERTYPE STEREOTYPE
ELROD LUDLOW LINOGRAPH THOMPSON

Philadelphia Cleveland New York Chicago



Complete Coverage Complete Vindication

Advertisers are now assured of Maximum Coverage and Maximum returns, in the Prosperous Louisville Market at one small cost!

The Courier-Journal and The Louisville Times' Circulations and Circulation methods have stood the test of what was probably the most thorough and complete inside and outside investigation any newspapers were ever subjected to. They emerge triumphant with the greatest circulation volume, morning, afternoon and Sunday, ever enjoyed by Kentucky newspapers and today give their advertisers Complete Coverage of the Great, Growing Louisville market. With over 150,000 circulation daily and over 121,000 circulation every Sunday they simplify and materially reduce the cost of reaching all the buyers in this territory. Anything less than The Courier-Journal and The Louisville Times is wholly inadequate. Anything more is a needless expense.

over 150,000 daily

During 1926, their 100th and their Greatest year, they gained over a million agate lines in National Advertising alone

over 121,000 Sunday

The Courier-Journal
THE LOUISVILLE TIMES

REPRESENTED NATIONALLY BY THE S. C. BECKWITH SPECIAL AGENCY

ADVERTISING AGENCY AFFAIRS

John F. Murray to Move New York Offices—World Wide Advertising Corporation Elects—Houghton Returns to Agency Work with Byron G. Moon Company, Inc.—Kennedy with Barton, Durstine & Osborn

THE John F. Murray Advertising Agency will move about Feb. 15 into the new Ley Building, Madison Ave., near 57th street, New York. This agency is prominent in the field of proprietary medicines, cosmetics and toilet goods, among its accounts being Bayer's Aspirin, Castoria and Watkins Mulsified Cocoanut Oil. It also owns Murray's Newspaper Service, Inc., which syndicates advertising copy to nearly 2,000 newspapers.

At a recent meeting of the stockholders of the World Wide Advertising Corporation, New York, directors were elected as follows: Emil Maurice Scholz, S. H. Somerton, W. G. Fallon, Katharine Gannon, Gertrude Holmes.

The directors elected the following officers: Emil Maurice Scholz, president; S. H. Somerton, vice-president and treasurer; W. C. Fallon, vice-president; Katharine Gannon, assistant treasurer and secretary; Gertrude Holmes, assistant secretary.

Walter L. Houghton, formerly general manager of the Luxite Silk Products Company, Milwaukee, Wis., manufacturers of hosiery and underwear, has joined the Byron G. Moon Company, Inc., of Troy and New York City, sales counsel and advertising agency service. He will assume charge of their agency service department in the latter city.

Mr. Houghton is returning actively to the advertising agency business after a lapse of four years, having left the field in 1923 to become salesmanager for the Luxite Silk Products Company. After being with the concern for one year, he was promoted to general manager, which position he held for three years, resigning Dec. 31, last. Prior to that time, he was for 10 years vice-president of the Redfield Advertising Company.

George Kennedy, Jr., formerly of the *Buffalo Evening News* staff, has resigned as editor of the *Backer,* monthly publication of the Buffalo Athletic club, to join the staff of Barton, Durstine and Osborn, at Buffalo.

Victor J. Nichols, formerly of the *Spokane* (Wash.) *Chronicle,* and circulation department of the *Seattle* (Wash.) *Times,* has joined the staff of the Carl W. Art Advertising agency, Seattle.

Gerald F. Champ of San Diego, Cal., has opened an advertising service agency office at 250 Spreckels building. For ten years he was a member of the *San Diego Union* and *Tribune* staffs.

Finley H. Greene, proprietor of the Buffalo advertising agency bearing his name, has been chosen chairman of the publicity committee of the Buffalo Automobile club.

O. A. Zahner, manager of the St. Louis office of Ruthrauff & Ryan, Inc., and R. Fullerton Place, direct mail and house organs, have moved to larger offices in the Arcade Building.

Lee Meriwether, Jr., formerly with the New York office of the General Outdoor Advertising Company, has joined the staff of the Chappelow Advertising Company, St. Louis.

The advertising firm of J. F. Held, Seattle, has moved to larger quarters at 717 Lloyd building.

E. W. Calvin, formerly advertising manager for Werner & Werner and more recently vice-president of the Frank D. Boyd Advertising Company, St. Louis, has gone to Chicago to engage in the automobile business.

CLASSIFIED ADVERTISING

Joseph P. Crynes Succeeds Frank McCabe on New York World—Moore Appointed by Charleston (W. Va.) Gazette—Hershey Begins Duties on Cincinnati Enquirer

JOSEPH P. CRYNES, for the last 3 years publication office manager, has been appointed classified advertising manager of the *New York World,* succeeding Frank McCabe, who, after a rest, may return to the World in some other capacity. Mr. McCabe is at present in Washington, D. C.

Mr. Crynes started with the World 27 years ago as a reporter. Then he was transferred to the publication office, working up to the head position in this department. The various positions he has held during his long service with the World include: circulation statistical clerk, charge clerk, manager of the service department, and chief clerk of the Brooklyn office. He was made assistant publication office manager six years ago. The position he has vacated to become classified manager has been filled by Henry Mueller, formerly his assistant.

Gene Moore has been appointed classified advertising manager of the *Charleston* (W. Va.) *Gazette,* succeeding John L. Hunt, resigned to become advertising manager of the *Ashland* (Ky.) *News.*

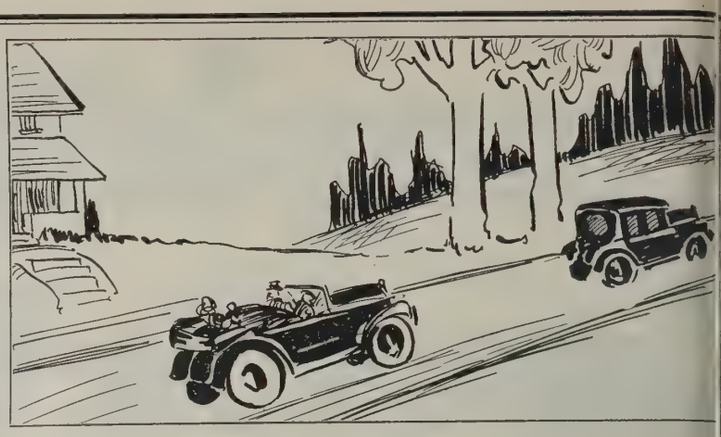
William H. Hershey, formerly classified advertising manager of the *Columbus Ohio State Journal,* is now holding a similar position on the *Cincinnati Enquirer.* He assumed his new duties last week. Mr. Hershey was for nearly two years with the Ohio State Journal and prior to that had been in classified syndicate work with the Basil Smith Company, Philadelphia, for which he was supervisor for Ohio, Kentucky, West Virginia and several other southern states. He is a member of the Association of Newspaper Classified Advertising Managers and last year was named on a committee of the association to promote a national campaign for the education of the public as to the possibilities and use of classified advertising.

M. X. Garinger, classified advertising manager of the *Johnson City* (Tenn.) *Staff-News,* has resigned, to accept the same position on the *Charleston* (W. Va.) *Mail.*

The *Chicago Tribune* has just awarded the first prize of $500 to the winner in a want ad contest that has been running for several months. Users of the classified column were invited to write in and tell of their results. The winner, Mrs. Alice E. McKee, had sold a fur coat for $275, a used car for $750 and her furniture for $1,500 following the death of her husband. Each summer she has been renting a group of Michigan resort cottages through the classified columns.

TO REPOSSESS MACHINERY

Vice Chancellor Robert H. Ingersoll on Tuesday granted the American Type Foundry Company the right to repossess machinery now in the possession of the defunct News Publishing Company. The company published the *Atlantic City Times,* afternoon and Sunday, from April to November, 1926.



Prosperous Homes

are the back-bone of the many thriving communities which make up Long Island.

In Queens, Nassau and Suffolk Counties there are 127,058 dwellings.

The 236,777 families that occupy these dwellings require not only the necessities of life but also many luxuries, such as radios, automobiles and sporting goods.

If you can supply the needs of these families tell them about your product in their home town newspapers.

The papers listed below are leaders in their field. They are part of the home life of the communities which they serve and they will entrench your product firmly in the buying habits of Long Islanders.

Town	Paper	Publication Days	Circulation	Rate per Inch
Babylon	Leader Suffolk	Friday	3,400	.35
Bay Shore	Consolidated Press (South Shore Sentinel, Islip Press)	Thursday	2,750	.45
Elmhurst	Newtown Register	Saturday	2,500	.75
Farmingdale	Post	Friday	1,100	.30
Floral Park	The Sunrise Trailer	Friday	5,200	.60
Freeport	Recorder	Friday	3,100	.42
Great Neck	North Hempstead Record	Wed.	2,400	.50
Jamaica	Queens County News	Friday	14,675*	1.00
Lynbrook	New Era	Tue. & Fri.	2,800*	.60
Mineola	Central Island Weeklies (Hicksville, Westbury, New Hyde Park)	Friday	4,000	1.00†
Oyster Bay	Enterprise & Pilot	Friday	2,000	.45
Patchogue	Advance	Tue. & Fri.	3,226*	.55
Woodhaven	Leader-Observer	Thursday	8,600*	.84

*Sworn Net Paid Circulation.
†This rate includes the Farmingdale Post.
Figures not marked with a star indicate total run of paper.

The El Paso ***Post,*** a Scripps-Howard newspaper, gained 1,589,098 lines of advertising during 1926. During the same period the circulation gain was 37%. The ***Post*** is first in city circulation. Total circulation, December average, is 16,189, a gain of 50%.

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York, N. Y.
Chicago Detroit San Francisco Los Angeles Seattle

WOMEN IN ADVERTISING AND JOURNALISM

Sports Pages Now Claiming Talents of Newspaper Women—Miss Hannah Mitchell to Edit Scarsdale Enquirer—Michigan Women's Press Association Elects

SOME there are these days who are predicting a merger of the sports and women's pages of the nation's newspapers, retaining the best features of each.



PEGGY WILLIAMSEN

Peggy Williamsen, at least, the new women's sports editor of the *Milwaukee Journal*, was bold enough this week to assert that "the day is near at hand when the athletic activities of mere man will no longer dominate the sports page."

"I may be prejudiced, of course," Miss Williamsen declared, "but I do feel that putting a woman on the sports page is a mighty good thing for any newspaper. The woman reader of the sports page wants the story from a woman's angle; she wants the woman's interpretation of events and their significance. The realization of this serves to increase her interest and confidence in athletics and in the stories on the sports page."

Miss Williamsen, a Milwaukee girl, has acquired considerable local fame as a swimmer, which she hopes to make international at the 1928 Olympics. Already she has tied and broken world's records in swimming. When she was 15, she broke the girls' record at the Illinois Athletic Club, with 220 yards in 3:35⅘ minutes, and the same year tied the world's record at the Hamilton Club in Chicago, when she swam 100 yards in 1:25 minutes. In 1924 she went east for the Olympic tryouts but was disqualified.



CORRINE FRAZIER

The belief held by Miss Williamsen that women must more and more invade what was formerly considered man's exclusive domain, the sports page, is confirmed by Miss Corinne Frazier, who covers all women's athletic activities for the *Washington Evening Star* in a daily column headed "Women in Sport."

Miss Frazier is the only woman in her section covering football for a newspaper. She also regularly reports basketball games between men's varsity teams, and has covered baseball, boxing, polo, cricket, racing and other men's sports, giving a woman's angle on them.

Miss Frazier became a member of the Star staff about two years ago. She had previously taken a course in journalism at George Washington University and had served as secretary to John J. Spurgeon, when he was managing editor of the *Washington Post*. Since she is one of the ranking tennis players of the district, Miss Frazier covers a large part of the tennis news for the Star, in addition to her column work. She also conducts a junior tournament each summer to encourage interest in tennis and as a means of making news during a dull season. On Sundays she writes a column called "Clubwomen of the Nation."

Recently Miss Frazier has had a measure of success with magazine articles, and her ambition is to become a short-story writer. Her father was the late Hon. Robert T. Frazier, First Assistant Commissioner of Patents under Woodrow Wilson.

Miss Martha Coman has resigned as managing editor of the *Scarsdale Enquirer*. She will be succeeded by Miss Hannah Mitchell, who has been doing the publicity business in New York City for some time, and was formerly on the staff of the *New York Herald Tribune*.

Arrangements are now being made for the annual party and ball of the League of Advertising Women, New York, which will be held March 15 at the Hotel Astor.

The committee in charge of arrangements includes: Helen Rockey, president of the League; Bertha Bernstein, Beatrice Brown, Minna Hall Simmons Carothers, Ida Clarke, Emily E. Connor, Sadie G. Emanuel, Louise D. Garth, Kathleen Goldsmith, Lena E. Hauser-Hollweg, Mildred Kallfelz, Cora E. Morlan, Bernice Ormerod and Elsie Wilson.

Mrs. Vesta Hardy Vandeveer of Detroit was re-elected president of the Michigan Women's Press Association at a recent convention held at Lansing. Other officers chosen were: Mrs. Edith Lennon Pavey, Lansing, and Mrs. Ella N. Wood, East Lansing, vice-presidents; Mrs. Mary Thompson Stevens, Detroit, recording secretary; Mrs. Anna R. S. Willston, Detroit, corresponding secretary; Mrs. Caroline Davis, Fenton, treasurer; Mrs. E. L. Calkins, Ypsilanti, assistant treasurer.

Miss Marcella Moore is writing a column of art news and comment for the *Brooklyn Citizen*.

Miss Flora Thomason has succeeded Don Williams, resigned, as city editor of the *Iowa City* (Ia.) *Press-Citizen*.

Mrs. Marie L. Darrach, a newspaper woman who has worked in San Francisco, New York and Chicago, left New York on Feb. 10, for a four months' tour through the Orient. She will report conditions in China for New York newspapers, among them the *New York Evening Post*.

Mrs. Darrach is the mother of Frank Walton, of the reportorial staff, *New York Herald Tribune*.

Miss Selma Robinson, formerly a member of the staff of the *New York Herald Tribune*, is doing publicity for R. E. Johnston, musical manager, of New York City.

Leone Cass Baer, for 15 years dramatic editor of the *Portland* (Ore.) *Oregonian*, has resigned because of the transfer of her husband, Harvey Hicks, a railroad official, to Hollywood, Cal. Don Skene has succeeded her on the dramatic desk.

BREAKS TOWING MONOPOLY

Toledo News-Bee's Exposé Aids Automobile Owners

The *Toledo News-Bee* recently aided automobile owners of its city by exposing and breaking up the operations of a political group which was turning into the coffers of a few, thousands of dollars annually through a monopoly in the towing of recovered stolen cars, cars incorrectly parked, and other vehicles which for one reason or another required the attention of the police department.

One company handled this business and prices charged were claimed by the automobile owners to be exorbitant. As a result of the News-Bee's stories when a car is found or tagged the owner is notified and he is given the opportunity of calling for it himself or having it brought in by his own garage.

The News-Bee is a Scripps-Howard paper. Harold Place is editor.

REPRESENTING THE NEWSPAPERS

Helping Manufacturers Localize Their Testimonial Copy—Glens Falls (N. Y.) Post-Star Appoints Kelly-Smith Company—E. M. Burke, Inc., to Move

ABILITY to help manufacturers localize their testimonial copy is one of the newest selling arguments available to newspaper publishers' representatives, J. W. Turnbell, secretary of the Alcorn & Seymour Company, believes. He cited the current Lucky Strike copy of the American Tobacco Company.

To advertise Luckys, the statements and pictures of celebrities are now being used. It is quite likely, as Mr. Turnbell commented, that the copy would strike it even luckier in the smaller cities if locally prominent citizens were produced to publicize their taste in cigarettes.

"And we could get them to do it easily," Mr. Turnbell said.

The *Glens Falls* (N. Y.) *Post-Star* has appointed the Kelly-Smith Company as its national representative, effective Feb. 5.

E. M. Burke, Inc., newspaper publishers' representatives, will move their New York office about April 1 from 1457 Broadway to the new Graybar Building, near the Grand Central Terminal. This firm also maintains branch offices in Chicago, Atlanta and Dallas.

Paul Block, president of Paul Block, Inc., is entertaining Mayor James Walker of New York at his Havana estate.

The S. C. Beckwith Special Agency, New York, has been appointed to represent the *New Kensington* (Pa.) *Daily Dispatch* in the national field.

Arthur A. Hoopingarner has been appointed Eastern manager of the American Press Association, national advertising representative of country newspapers. He will continue in charge of *The Ameri Press*, which he joined a year ago as itor and general manager.

The Six Point League is planning hold two more meetings before the s son closes, F. St. John Richards, v represents the *St. Louis Globe-Democ* and is League president, it is announc

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J. Fred Henry, formerly manager the New York office of the W. B. Company, special representatives, has b made general sales manager of both New York and the Chicago offices.

Joseph A. Small has joined the Chic staff of the G. Logan Payne Compa publishers representatives.

CONNECTICUT GROUP ELECTS

John Hersam of New Canaan Adv tiser Named President

The Connecticut Editorial Associat held its thirty-ninth annual meeting New Haven recently, with business s sion at 3 p. m. and dinner at 6:30. the business session these officers w elected: President, John E. Hers *New Canaan Advertiser;* vice-presider Arthur S. Barnes, *Bristol Press;* P P. Ives, *Cackle and Crow,* Guilfo George H. Grout, *New London D* Howard W. Palmer, *Greenwich Pre* Gordon J. Gale, *Windham County Tr script;* Francis P. Flinn, *Waterto News;* Ernest L. Prann, *Deep Ri New Era;* Walter Stemmons, C. A. Publications; secretary-treasur Everett G. Hill, *Ansonia Sentinel;* au tor, O. S. Freeman, *Connecticut West News,* Canaan.

A Good Idea

Let us submit a good selling idea that will interest the national advertiser and space buyer in your market and newspaper.

We are an organization of trained newspaper copywriters and artists who know how to portray your market and tie up its value with your newspaper.

We will submit, in rough form, ideas how we can feature your market and newspaper to the advertiser that will bring results.

No obligations incurred unless they are accepted.

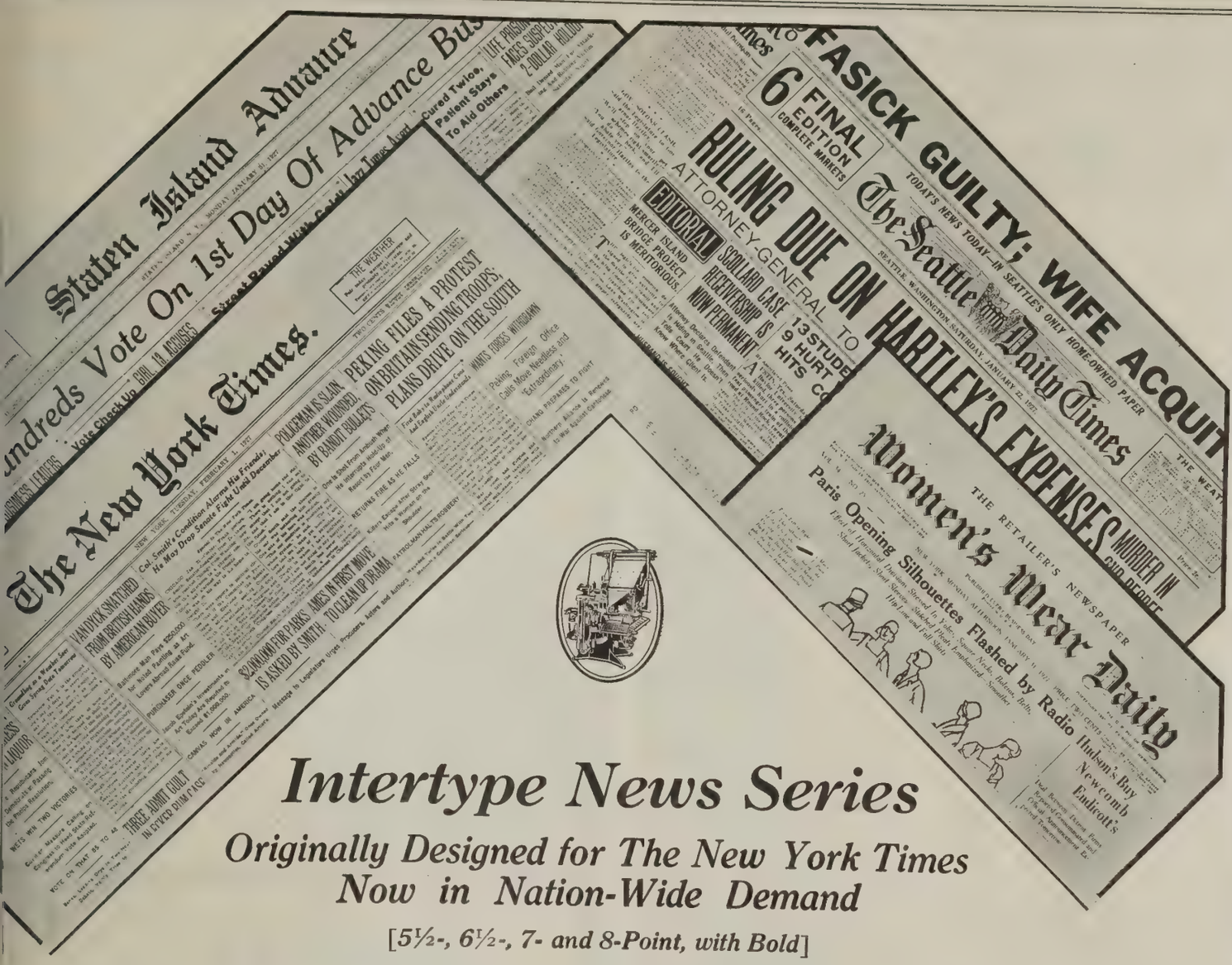
Why not get in touch with us?

"Tie Up Your Newspaper With Your Market"

PUBLISHERS SPACE SELLING SERVICE

49 West 45th St. New York City

Copy - Layout - Art - Typography



Intertype News Series

Originally Designed for The New York Times Now in Nation-Wide Demand

[5½-, 6½-, 7- and 8-Point, with Bold]

At the request of the New York Times, Intertype experts began investigation with the purpose of developing a news face with maximum readability without decreasing word count.

Intertype designed and presented for consideration, a 6½-Point, with bold, cast on a 7-Point slug, which was adopted by the Times in December, 1925.

As exhaustive tests of the Times demonstrated, the new face embodied all the essential features of an ideal newspaper face.

Since then, Intertype has designed other sizes of this face. The series at present consists of: 5½-, 6½-, 7- and 8-Point with bold. The complete series gives you a perfect step-up in sizes from which every requirement can be satisfied.

Among the well-known newspapers throughout the country which have adopted the Intertype News face are: The New York Times, The Seattle Daily Times, Staten Island (N. Y.) Advance, Women's Wear Daily (N. Y.), Cleveland Plain Dealer, Catholic News (N. Y.), Long Island City Daily Star, Porterville (Calif.) Recorder.

Write our nearest branch for specimens and further details on how the Intertype News Series will improve the readability of your news columns.

Standardized INTERTYPE TRADE MARK

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin Street; *Memphis* McCall Bldg.; *San Francisco* 560 Howard Street; *Los Angeles* 1240 South Main Street; *Boston* 80 Federal Street; *London; Berlin*

WHAT'S WHAT IN THE FEATURE FIELD

Another New Syndicate Started—"Stoney" McLinn to Cover the Baseball Camps—Famous Features Offering New Series on Divorce by Zoe Beckley

"STONEY" McLINN will cover the spring baseball training camps for the Ledger Syndicate, Philadelphia. He will visit 16 camps between March 14 and April 2.

Famous Features Syndicate, Inc., New York, is offering "Speaking of Divorce," a series of authorized interviews by Zoe Beckley with Judge Ben B. Lindsey; Cardinal Hayes; Fannie Hurst; Dudley Field Malone; Natacha Rambova, the former Mrs. Rudolph Valentino; Father Francis P. Duffy, Chaplain of the "Fighting 69th"; Rev. Dr. John Roach Straton; Rev. John Haynes Holmes; Prof. Felix Adler; Max Steuer; Justice Selah B. Strong, of the New York Supreme Court; and the Rev. Randolph Ray, of "The Little Church Around the Corner."

Lyman Young, brother of "Chic" Young, has created a new daily comic strip called "The Kid Sister," to be marketed by King Features Syndicate, Inc., New York. "Chic" draws "Dumb Dora."

Euro-Pres, a syndicate recently established in New York by William Jourdan Rapp at 421 W. 121st street, is offering a weekly feature on world affairs, written by native correspondents in all the European capitals. The articles are by Emperor William, Aristide Briand, Mussolini and other "big names."

"The Marriage Problem" has been taken up by the Ledger Syndicate, which announces a series under that title written by Arnold Bennett, W. L. George, Will Irwin, A. Hamilton Gibbs, Jesse Lynch Williams, Rebecca West, Hendrick Van Loon and many others.

Gene Tunney's by-line is now being carried over three articles a week on boxing, being offered by the King Features Syndicate, Inc., New York.

The McClure Newspaper Syndicate, New York, announces that the newest serial by Ruby M. Ayres, to be ready shortly, will be called "The Planter of the Tree."

Mark Hellinger's "Broadway" column is now being offered in picture-strip form by the Chicago Tribune Newspapers Syndicate.

"Chic Cherie" is the name that has been given to a new fashion news strip which the King Features Syndicate has added to its list.

Barbara Webb, author of "Joy," is writing a new fiction serial for Famous Features Syndicate, Inc., New York. The name of it has not yet been announced.

Irwin Barbour, general manager of the McClure Newspaper Syndicate, has returned to New York from a business trip to the Pacific Coast.

PRESS ASSOCIATION NOTES

H. R. EKINS has opened a new United Press bureau in Honolulu. Simultaneously the U. P. started serving the *Honolulu Advertiser*, formerly a member of the Associated Press.

G. Perez Sarmiento has been placed in charge of a new U. P. bureau opened at Bogota, Colombia.

Robert T. Small, of the Consolidated Press after covering the Norris murder trial in Austin, Tex., swung down to the Mexican border, and is now on his way to Hollywood and points north.

Joseph Jones, of the foreign department of the United Press in the New York office, is recovering from an operation at his New York home and will return to active duty in about three weeks.

H. Martin Glenn, Associated Press correspondent at San Antonio, has been transferred temporarily to Austin to succeed Lloyd Gregory, who resigned to join the *Houston Post-Dispatch*.

T. J. McBreen, chief of the traffic department, Consolidated Press, has been spending some days in the organization's New York office perfecting a system for speeding up the transmission of tabular matter.

Port Arthur (Tex.) *News* has been elected to membership in the Associated Press.

Horace Epes, director of editorial department, Consolidated Press, has returned from a recent trip to the Middle West.

Elwin B. Thompson, former night editor of the *Fort Worth* (Tex.) *Record* and make-up editor of the *New York American*, joined the New York office of Universal Service this week as assistant night editor. Mr. Thompson leaves the Fort Worth Engraving Company, in which he was a partner, to return to active newspaper work.

Phoenix (Ariz.) *Gazette* this week began the full leased wire report of the International News Service. The *Phoenix Republican* started using the United News report Feb. 3.

The address of the Paris office of the Associated Press is now 21 Rue Vivienne.

J. W. Mette is again United Press correspondent at Charleston, S. C.

Edmund Behr has joined the staff of the Universal Service Bureau, Los Angeles.

J. C. Royle, editor, Consolidated Press business service, is making a survey of conditions in basic industries. He will visit important industrial centers in Buffalo, Detroit, Akron, Cleveland, Youngstown and Pittsburgh.

Frank E. Mason, director of the eastern division of the International News Service, addressed the Business Men's Club of Martins Ferry, O., Feb. 9 on "The Gathering of News."

Newspapers signing contracts with the United Press recently include, the *Longmont* (Col.) *Times; Montrose* (Col.) *Press; Chattanooga* (Tenn.) *News; Sterling* (Col.) *Adovocate* and the *Shamokin* (Pa.) *Daily News*.

WOULD BAR BEAUTY CONTESTS

The New South Wales (Australian) Parliament is considering the practicability of providing legislative enactment against beauty competitions or any similar competitions where semi-nude girls are photographed and their pictures published in the public press. The Victorian National Council of Women, who organized the Women's Union of Victoria, has passed a unanimous resolution against beauty competitions, which they term "a degradation to women."

WOULD NAME N. M. "COOLIDGE"

A proposal to change the name of New Mexico to Coolidge has been made by the Advertising Club of Albuquerque, N. M.

ADDRESSES WANTED

James V. Murray
Wilfred Wright
Howard S. Smith
Joseph H. Adams
B. S. Brown
W. O. Paisley
Louis Brownlow
Paul J. Morgan

A KING WILL BE HIS MANAGING EDITOR



Frank J. White, New York newspaper man sailed recently on the President Wilson, for Bangkok, Siam, to become the editor of the *Bangkok Daily Mail*. This newspaper is owned by the King of Siam and operated under his personal direction.

CHILD SUES FOR $100,000

Suit for $100,000 damages was filed against Macfadden Publications this week by the legal guardian of Eleanor Samuels, 8, daughter of Mr. and Mrs. Joseph M. Samuels of Scranton, Pa., as a result of being mentioned in "The Revealing Kiss," a "true story" appearing in the January number of *True Story* magazine. The story carried the names of real people living in and near Scranton. Eleanor's older sister Agatha recently brought suit against the magazine over the same story.

INLAND TO CELEBRA 40TH ANNIVERSAR

Special Program Arranged for Chi Meeting at Palmer House, Nex Week—Adams First Charter Signer

Members of the Inland Daily Press sociation will celebrate the 40th ann sary of the organization at the a meeting to be held at the Palmer House, Chicago, Feb. 15-16. The Inland was incorporated March 7, 1887.



WILLIAM SOUTHERN

A special program marking the event will be presided over by Thomas H. Adams of the *Vincennes* (Ind.) *Commercial*, who was the first signer of the Inland's charter. Wil V. Tufford of Clinton the association's secretary, has held office continuously for 25 years.

Speakers on the program, prepare William Southern, Jr., *Indepen* (Mo.) *Examiner*, association presi will include: Fred LeRoy, *Streator* (*Times-Press;* George W. Marble, *Scott* (Kan.) *Tribune-Monitor;* Ru Chapman, *Rockford* (Ill.) *Star;* Schilplin, *St. Cloud* (Minn.) *Times* C. Snyder, *Norwalk* (O.) *Reflector- ald*, and president of the Associated Dailies; S. J. Duncan-Clark, *Chi Evening Post;* Frederick Landis, *Log port Pharos-Tribune;* and Howard S *Chicago Daily News*.

AGENCY MAN SAILS FOR U.

Edgcumbe Brighten, joint mana director of the Westminster Advert Service, Ltd., London, sailed for York on a business trip Feb. 9.

RESULTS

Through EDITOR & PUBLISHER a New York editorial man obtained appointment as Editor of a great English daily in a foreign country with an excellent contract.

Through EDITOR & PUBLISHER a man who was employed on a New York daily newspaper obtained the management of a syndicate—salary $125 per week.

Use Classified Advertisements liberally and intelligently and GET WHAT YOU WANT.

EDITOR & PUBLISHER has established a record as a result-producer.

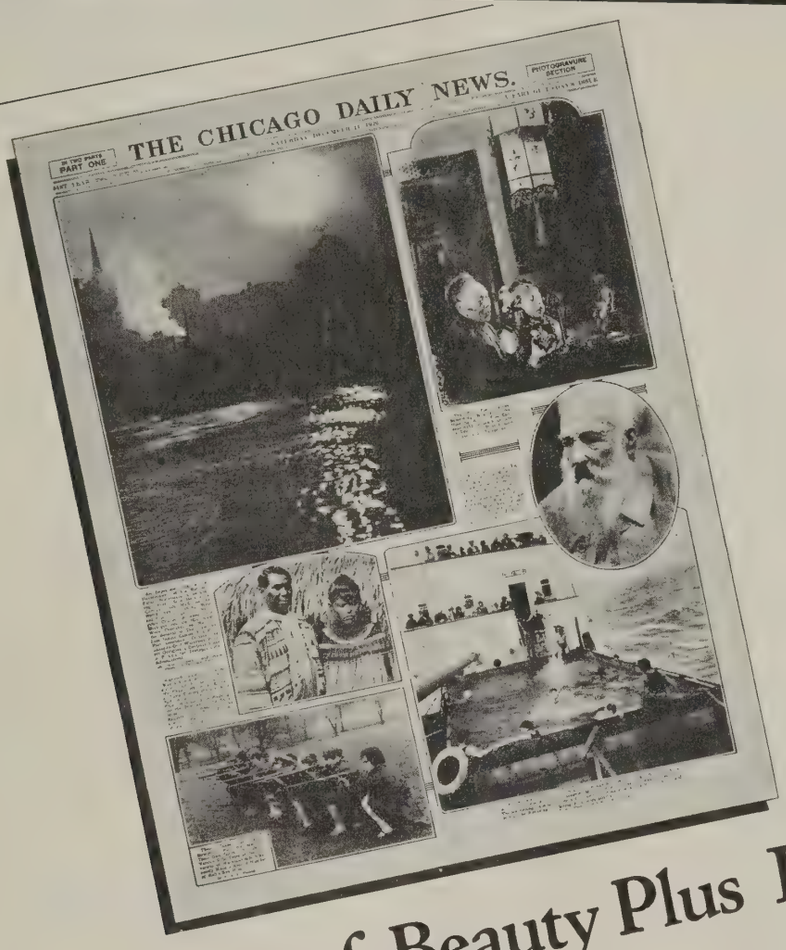
For more than two years the rotogravure section of the Chicago Daily News has been printed on SUPEROTO made by the

INTERNATIONAL PAPER CO.

Executive and Main Sales Office: 100 East 42nd Street
NEW YORK CITY

J. L. FEARING, Vice-President and Sales Manager

Other Sales Offices in
BOSTON CHICAGO PITTSBURGH PHILADELPHIA ATLANTA



The Appeal of Beauty Plus Interesting Subject Matter

It has become an established tradition among Chicago newspaper readers that in beauty and fidelity of reproduction, as in general editorial attractiveness, the Saturday Photogravure Section of The Chicago Daily News is unexcelled anywhere. The consequent attention that it receives from readers of The Daily News in more than 400,000 homes in Chicago and its suburbs has convinced advertisers that art in selling pays.

As a result, advertisers of quality merchandise who seek a medium in Chicago adapted to bring out in delicate relief the detail of their product choose the Saturday Photogravure Section of The Daily News. In 1926 The Daily News carried 90% of all local photogravure advertising.

THE CHICAGO DAILY NEWS

FIRST IN CHICAGO

Member of The 100,000 Group of American Cities

NEW YORK
J. B. Woodward
110 E. 42d St.

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

DETROIT
Woodward & Kelly
Fine Arts Building

SAN FRANCISCO
C. Geo. Krogness
253 First National Bank Bldg.

CIRCULATION FOR DECEMBER, 1926, 426,8

BUEK, ALCO-GRAVURE PRESIDENT, DIES

End Comes in Albuquerque After Two Years' Illness—Owned Famous Payne Home on Long Island

Gustave F. H. Buek, 77, president of Alco-Gravure, Inc., of New York, died in Albuquerque, N. M., Feb. 8. Mr. Buek had undergone a serious operation two years ago, and had gone to New Mexico in search for health. With him at the end were his wife and Frank Bender, vice-president of Alco-Gravure.

Mr. Buek was also vice-president of the American Lithograph Company of New York and a director of the Crowell Publishing Company.

Born in Boston, Mass., Mr. Buek with his family moved to Brooklyn, N. Y., when he was a young boy, and he was educated in Brooklyn public schools. In 1866 he became apprenticed to Hatch & Co., Brooklyn lithographers. Later he gained experience in the art department of Donaldson Brothers, also of Brooklyn.

Mr. Buek went into business for himself in 1891, establishing the Buek-Lindner Company, which later became G. H. Buek & Co. This latter firm was subsequently absorbed by the American Lithograph Company of New York, Mr. Buek remaining as vice-president.

Mr. Buek was owner of the famous "Home Sweet Home" homestead, in East Hampton, L. I., where John Barton Payne wrote the beautiful song. He was a collector of antiques and had many valuable pieces in his collection.

ALBERT H. ALFORD

Editor of Lewiston (Idaho) Tribune Dies at 55

Albert H. Alford, 55, editor of the *Lewiston* (Idaho) *Tribune*, died Jan. 24, at Hot Lake, Ore., where he had gone for a rest.

He was born in Texas, and after attending Washington and Lee University, Virginia, entered newspaper work on the *Dallas News*. Later he worked on the *Tacoma Morning Globe*, and in 1892 went to Lewiston and joined his brother in the establishment of the Tribune.

In 1896 Mr. Alford was elected to the legislature and served as speaker of the house of representatives.

JOSEPH B. GOSSAGE

Joseph B. Gossage, 74, founder of the *Rapid City* (S. D.) *Journal*, and a pioneer of the Black Hills district, died Feb. 3, in Rapid City. For half a century he had headed the Journal and its predecessor, the *Black Hills Weekly Journal*, which he founded in 1878. He retired two years ago. Mr. Gossage was a native of Ottumwa, Ia., and learned the printer's trade in the *Ottumwa Courier*.

Obituary

MATTHEW J. O'NEILL, president of American Printer, Inc., died Feb. 3, in New York.

E. M. FUNK, founder of the *Rogers* (Ark.) *Democrat*, and father of Erwin Funk, present editor, died at his home on Jan. 29. Mr. Funk, a native of Iowa, came to Arkansas 30 years ago and started a newspaper at Springdale, later moving to Rogers. He served a term in the Arkansas legislature and was one of the founders of Rogers Academy.

JUDGE OMAR A. TOWNE, 76, New Hampshire's oldest newspaper publisher, who for 40 years edited the *Franklin Journal-Transcript*, died at his home Feb. 1. He retired as judge of the Franklin Municipal Court six years ago but still remained active in newspaper work up to the time of his death.

LEN V. DOTY, for 42 years editor and publisher of the *Doland* (S. D.) *Times-Record* died recently. Since pioneer days he has been active in the South Dakota Press Association.

FREDERICK F. BYRON, for 10 years traveling representative of the circulation department of the *Boston Herald-Traveler* died recently at his home in Ipswich. He was known throughout New England as a circulation man.

FRANK H. POPE, former Massachusetts State Auditor and correspondent for the *Boston* (Mass.) *Globe* in Marlboro, Leominster and surrounding Massachusetts towns, died at the Corey Hill Hospital, Brookline, Jan. 27, following an operation.

MISS LOUISE PAYNE, who 30 years ago owned and edited the *Fayetteville* (Ark.) *Daily Gazette*, died Feb. 5, in Lynchburg, Va.

ELIJAH F. CHAPMAN, 76, for 36 years employed in various capacities as a writer on newspapers at Huntington, W. Va., died at his home there after a long illness.

CHARLES DIAMOND, 50, of St. Paul, a compositor for the *Burlington* (Ia.) *Hawk-Eye*, was stricken and died Jan. 28, while at work in the composing room.

HENRY M. BOLAND, news editor of the *Montreal Star* for several years past, died recently at his home following a severe attack of typhoid. He had been ill since November. Commencing his career as reporter on *Toronto Daily Star* in his native city he came to Montreal 13 years ago as city editor of the Montreal Star and some years later was promoted to news editor.

AUGUST ELBERT, 72, father of Louis C. Elbert, vice-president and general manager of the *Galveston* (Tex.) *News and Tribune*, died at the John Sealy Hospital in Galveston last week.

W. W. WARROCK, 55, editor of the *Rosebud* (Tex.) *News*, died Feb. 5 in a Temple hospital.

DANIEL E. SULLIVAN, founder and former publisher of the *Pawtucket Valley Daily Times*, died Feb. 7 in Pawtucket, R. I. He retired from newspaper work two years ago to become secretary of the Pawtucket zoning and traffic commission.

ED HEATH, 54, for a number of years circulation manager of the *Gainesville* (Tex.) *Daily Register*, died at his home in Gainesville last week.

EDWARD MARTIN, 54, for many years an employe of the *Boston American* composing room and former president of the Boston Typographical Union, died Feb. 7 of pneumonia, following an operation.

MRS. NED MCINTOSH, wife of a member of the staff of the *New York Herald Tribune* died in New York last week following an operation. Burial was in Birmingham, Ala., Mrs. McIntosh's former home.

LEWIS G. STUART, 65, dean of Grand Rapids, Mich., newspaper men, died last week at his home in Grand Rapids after an illness of two years. He was at one time editor of the old *Grand Rapids Eagle*, and was later managing editor of the *Telegram-Herald*, now the *Grand Rapids Herald*. At the time he was stricken he was financial editor of the *Grand Rapids Press*.

Thorough Coverage in One of the World's Richest Buying Centers—Coupled with the Ability to Produce Results

Pittsburgh Gazette Times

(Morning and Sunday)

AND

PITTSBURGH CHRONICLE TELEGRAPH

(Evening except Sunday)

These newspapers in News and Advertising have the confidence of their readers.
Their readers have the power to purchase.

Sold Singly or Combined

URBAN E. DICE, Nat'l Advg. Mgr.
Gazette Square, Pittsburgh, Pa.

E. M. BURKE, Inc.,
1427 Broadway, New York.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.

R. J. BIDWELL COMPANY,
742 Market Street, San Francisco, Cal.
Times Bldg., Los Angeles, Cal.
White-Henry-Stuart Bldg., Seattle, Wash.



Illinois is the recognized center of transportation. It derives strategic advantages as a meeting point of water and rail traffic. The State is in close touch with all important sections of the Nation and a greater percentage of its population than any other industrial and commercial center.

Illinois is the leading distributing center for many of the Nation's raw materials and manufactured products. It is a great central market for world commerce. Every product can be sold successfully and profitably in this State.

Manufacturers of raw materials or finished products who desire to reach the large producer or consumer will find Illinois a responsive market for his product or merchandise.

The newspapers listed below have all the information you need. They will gladly send it to you on request. Write them today.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News .....(E)	18,918	.07	.07
†Chicago Herald & Examiner...(M)	385,276	.55	.55
†Chicago Herald & Examiner....(S)	1,153,360	1.10	1.10
Chicago Daily Journal.....(E)	123,469	.26	.24
*Evanston News Index.....(E)	7,631	.05	.05
*Freeport Journal-Standard.....(E)	9,545	.045	.045
*Joliet Herald News.....(E)	19,644	.07	.07
*Mattoon Journal Gazette.....(E)	5,836	.04	.04
*Moline Dispatch .....(E)	12,048	.05	.05
*Monmouth Daily Review Atlas...(E)	5,338	.035	.035
*Peoria Star.....(S) 23050 (E)	30,429	.085	.07
*Rock Island Argus.....(E)	11,364	.05	.05
*Waukegan Daily Sun.....(E)	5,348	.03	.03

*A. B. C. Statement, Oct. 1, 1926

†Government Statement, March 31, 1926

Now Set in TRADE LINOTYPE MARK Ionic No. 5



MERGENTHALER LINOTYPE COMPANY

Gentlemen:

We have received many compliments on our new 6½ point Ionic No. 5 dress. Set on a 7 point slug it is much easier to read and more restful to the eye than was the old 7 point dress.

In setting, it requires so little hand spacing that the operators' strings have increased over 5 per cent since the change.

A. N. DAMON
Foreman, Composing Room

LINOTYPE IONIC No. 5 IS MADE IN THREE SIZES

"It would be unfair for me or any one else who realizes the amount of good that will result from your recent change in the style of type you use in the makeup of the News if this was not recognized, appreciated and so acknowledged by every one interested in the conservation of vision," says Dr. Joseph H. Salov, a prominent optometrist and past president of the New Jersey Optometric Association, in a letter to the Newark Evening News after that paper had adopted Linotype Ionic No. 5 for setting its body matter.

"It is the accumulated unnecessary strain on the eyes, due to the extremely small and poor type used in many newspapers, that hastens the day when artificial aid must be sought," he said.

"Although not versed in the nomenclature of the type you have been using

7 Point Ionic No. 5 on 7½ pt. body

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"It is the accumulated unnecessary strain on the eyes, due to the extremely small and poor type used in many newspapers, that hastens the day when artificial aid must be sought," he said.

"Although not versed in the nomenclature of the type you have been using for the last few days, it is of a style and character that immediately makes it-

6½ Point Ionic No. 5 on 7 pt. body

ACCOUNTANT—Books opened, audits, tax reports; part time bookkeeping at reasonable rates. Piper, 41 John st. Beekman 4581.

ACCOUNTANT—Expert, will keep few small sets books. D 103, Herald Tribune, Downtown.

ACCOUNTANT—Audit, systems, bookkeeping arrangements; taxes; financial statements; moderate fees. Cathedral 5372.

ARCHITECTURAL—General draughtsman, 25 years' experience in New York; take care of large work. D 96, Herald Tribune, Downtown.

ARTIST PLASTIC—Young man; also book cover designer in ink. Plaster caster wants connections. Phone Orchard 305, after 6 p. m.

BOOKKEEPER—Beginner; references. John Muratori, 37 E. 58th st. Regent 7340.

BOOKKEEPER—Cashier, neat, experienced; excellent references. D 11, Herald Tribune, Downtown.

BUTLER wishes position private family; personal references; city, country. Lotz, 120 W. 102d.

BUTLER, useful, thoroughly experienced; excellent references; Friday. Mason's Agency, 47 East 44th.

5½ Point Ionic No. 5 set 14 lines to the inch

MERGENTHALER LINOTYPE COMPANY
BROOKLYN, NEW YORK
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Representatives in the Principal Cities of the World

Linotyped in Bodoni Family and Ionic No. 5

ADVERTISERS' GROUP HAS 336 MEMBERS

Arthur Ogle, A. N. A. Secretary, Reports "Solid Growth"—Executive Committee to Meet in N. Y., Feb. 17

A "solid growth" in the membership of the Association of National Advertisers was reported this week by Arthur H. Ogle, secretary-treasurer, at New York A. N. A. headquarters.

While several losses in the membership have been caused by mergers during the past year, many new members have been added, Mr. Ogle said, bringing the total up to 336.

New members who have joined the association recently include: W. T. Brown, advertising manager, A. G. Spalding Brothers; J. L. Miller, advertising manager, Rex Spray Company; Walter Kiehn, advertising manager, Gulbransen Company, Chicago; Carl K. Hart, advertising manager, W. A. Sheaffer Pen Company, Fort Madison, Ia.; J. M. Hawkins, sales manager, Odorono Company; Walter E. Lopeman, advertising manager of the Sandusky Cement Company, Cleveland, O.

Former members who have recently rejoined the association include: A. W. Page, vice-president, American Telephone and Telegraph Company; J. C. Bebb, advertising manager, Otis Elevator Company; W. W. French, advertising director, Dodge Manufacturing Company, Mishawaka, Ind.; Fred D. Morgan, Liquid Veneer Corporation, Buffalo, N. Y.; Alfred Putz, manager of the advestising department, W. Atlee Burpee Company, Philadelphia, and W. F. Hartzell, advertising manager of the Barber Asphalt Company, Philadelphia.

Detailed plans for the May convention of the association will be discussed at a meeting of the A. N. A. program committee to be held in Detroit next week under the chairmanship of Gordon Kingsbury, of the Kelvinator Corporation. It has already been decided that the convention will be based principally on the subject "Laying the Foundation of Advertising Campaign." Particular attention will be paid to research and planning. There will also be a clinic on how costs may be cut in advertising departments. It will be held May 9-11, in Detroit.

The association's executive committee will hold its next meeting in New York, Feb. 17.

HAYS JOINS ROOSEN CO.

John R. Hays, for many years mechanical superintendent and superintendent of printing on the *New York Herald* under the Bennett management, and later mechanical superintendent on the *New York Times,* has joined the selling force of the H. D. Roosen Company, news ink division. Mr. Hays was recently engaged as traveling engineer for the International Pressmen's Union.

RETAILER LOSING PLACE AS DISTRIBUTOR

(*Continued from page* 3)

the thread. They have tested colors for generations, found the best and brightest and most durable. In times past, their rugs were always offered first to the Emperor, and the Ling weavers were entitled to put the fifth toe to the Dragon of Infinity as a mark of their royal patronage. All the art of 2,000 years has been preserved among these weavers. And so last year Soo Ling wove a rug. It had a border of gold that reflected light like a girl's golden hair. It was embellished with bats and tea flowers and other ancient symbols that bring good fortune and happy days to its owners. It had a blue field broken only by the central design of the Dragon, a blue you will find in no sky or sea in this world, a blue lovelier than a child's eyes, or wood smoke, or the mist over mountains. It is tedious to sit day after day on a small scaffold, tying twenty-two tight knots to the inch, to work day after day on inches of unbroken blue. But when he had finished, Soo Ling felt that he had done a lifework worthy of the best of his ancestors. Two thousand years of art and skill and experience and critical judgment had gone into the weaving of that rug.

"In due time a buyer bought it, and it was shipped to a store in this country, to be sold to the white men who are rich beyond Soo Ling's dreams. The store advertised Ling's rug with others. Faced by this masterpiece, the copywriter wrinkled his brow and thought lengthily. Three days later the advertisement appeared. It read—'Starting Tomorrow, A Special Selling of Chinese Rugs. Room Size, mostly 9 by 12 feet. An unrivalled collection at $315!'

"Sell your store in your copy. Your store must have some reason for existence, some reason why people come there to buy the same merchandise they can get in many places. Find that reason and sell it.

"Do not forget speed. It is the newest factor in business and one of the most important. It is not necessary to stress this point because most of you already realize it.

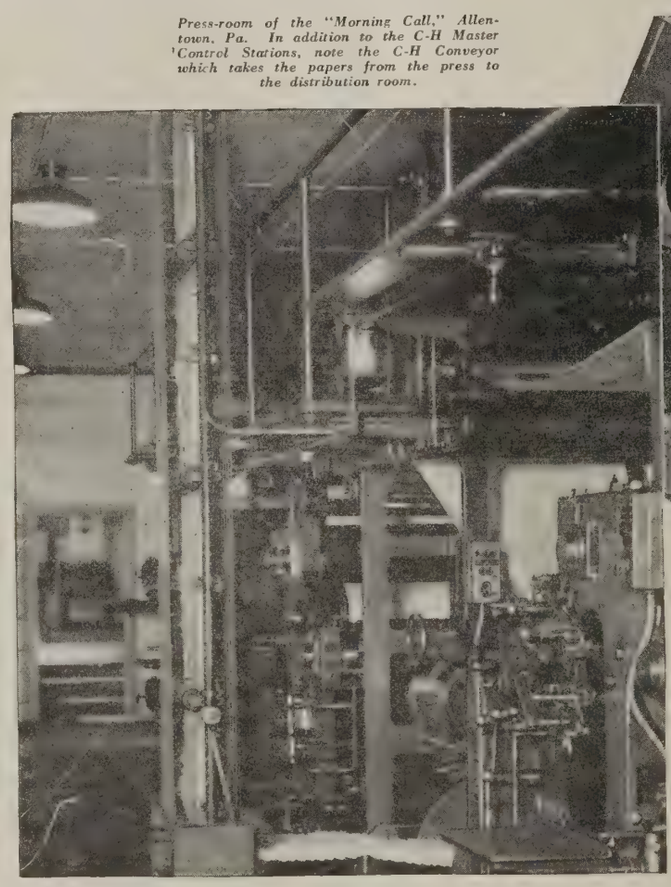
"Finally, remember that this new public is the realization of the American ideal. It is the actual expression of all that men of any time and any race have hungered for—the fullest equation of fraternity, equality in material things, liberty to secure and enjoy the fruits of this earth and its wonders; in a country where no child goes hungry to bed, where even the humblest and lowest hold up their head and their eyes free from oppress of either rule or circumstances, wh there is plenty and peace and the provis of a future that human beings never before. So you must appeal to this pu in its own terms, through its own asp tions and accomplishments. If you dc you cannot lose!"

The nation's youth as a distinct nomic entity was put before the meet as an excellent new approach to the b ing power of 1927 by Arthur W. The advertising manager of the Big St Cincinnati.

The boy and girl of today do not mother or father decide what they sl wear, and according to Mr. Theiss, young people display excellent taste their own selections.

"In these hectic days of volume gett beating last year's figures, increasing profits and what not," he said, "gol opportunities to insure increased pres and future sales are neglected or wh disregarded. Many stores are telling t story day after day to grown-ups o while thousands of prospective custom who could be aligned by giving jus little more thought and effort to childr needs and children's whims, are sho into the background always, of cou with the hope in mind that when the t comes, these same children will rally the standard of the store."

Press-room of the "Morning Call," Allentown, Pa. In addition to the C-H Master Control Stations, note the C-H Conveyor which takes the papers from the press to the distribution room.





C-H Master Push-Butto Stations are mounted o each press. From thes stations the motors ar governed automatically.

As fast as they are printed the C-H Conveyor gets the papers to the distribution room. It enables the "Morning Call" to get on the street on time.

Raising the "ad lineage" with C-H Automatic Press Contr

READER interest — circulation — coverage — telling weapons in the contest for increased lineage—advertising leadership.

The "Morning Call," Allentown, Pennsylvania, in a city of 84,000 population, reaches 88.2% of the families in Allentown. The Morning Call is equipped to get news on the street while it is still news. Hence, the reader interest and coverage that results in additional lineage. C-H Automatic Press Control gives that convenient, time-saving press control that gets the paper "on the street first"—that saves valuable minutes in the race with competition. C-H Control gives smooth, safe acceleration, easy push-button control of speed adjustment and instant stopping. *It insures perfect handling of presses and motors.*

There is a C-H Controller for every type motor in your plant. Tell us what equipment you have and our engineers will be glad to make recommendations.

The CUTLER-HAMMER Mfg. Co.

Pioneer Manufacturers of Electric Control Apparatus

1203 St. Paul Avenue MILWAUKEE, WISCONSIN

CUTLER C-H HAMMER

Press Room Efficiency Depends on Electrical Control

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined*.

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper

Member of the A. B. C.

WHAT OUR READERS SAY

INTELLIGENT MANAGEMENT

o Editor & Publisher: Your edi-al on the subject of allowing agencies cash discount on national advertising, attracted my attention, and you are e congratulated upon the manner in ch you handled the subject.

seems to me that if this discount ld ever be disallowed, the agency have forced the publisher to with-w the discount by a continued viola- of the time limit rule.

owever, in my opinion, most of the cies, certainly the reliable ones, can made to see the folly of continued ation of the rule, if the publisher goes t in the right way. Formerly many e agencies caused us trouble by over-ing the discount date, but we have a whereby we write the agency, on the offence, calling their attention to violation of the discount date, and ng that should it occur again, we be compelled to return their check correction. Of course when all check-copies have not been received, we w for it.

ur plan has worked so effectively that he present time about three-fourths ur national advertising accounts are ir hands by the middle of the month, sometimes the percentage of receipts the 15th runs even higher than nty-five per cent. In this way, we w just about what we can depend , and it is a great convenience to this money coming in regularly by ed date, each month. I do not think an instant this would be the case, ld there be no cash discount. In fact, ly, we allow no discounts and as a equence local merchants feel that have the privilege of remitting any during the month.

the discount were removed, it would e considerable antagonism between ublisher and agency, and I do not be- it would be a wise plan. I doubt that would ever consent to a removal of two per cent discount, certainly not ng as the present plan is working out successfully with us.

ay I take this opportunity to con-ulate Editor & Publisher upon the did paper it is publishing? The edi-l page is especially commendable and er like to miss an issue.

ith best wishes for your continued ess,

Mrs. Chas. K. Brown,
onal Adv. Mgr., The Leader Pub-g Co., Staunton, Va.

CASH DISCOUNT ISSUE

Editor & Publisher: Your edi-, "Cash Discount Issue" is the most cut and convincing article on the ct that I ever expect to read.

s difficult for me to believe that any sher who will read your editorial ally, will fail to appreciate the rea-you give for the cash discount as a sary aid to the proper development vertising.

You make a plea for better advertising in better volume, to maintain that degree of permanence which the publishing business must have for its continued growth.

The only answer to such a plea is the restoration of the cash discount where it has been abolished and its continuance where it now exists.

Sincerely,
James O'Shaughnessy.

WHAT'S NATIONAL ADVERTISING?

To Editor & Publisher: There seems to be considerable difference in opinion among the various newspapers as to what constitutes national advertising and what constitutes local display advertising. It has been our practice to classify as national display all advertising which is billed to an address outside the city of Des Moines; on the other hand, any display advertising which is billed to a Des Moines address is considered local. I understand, however, that the *Indianapolis News, Milwaukee Journal* and other newspapers classify the space used by local manufacturers and other local concerns paying the general rate as national.

In 1926, in our evening and Sunday editions, we carried a total of 3,620,870 lines of national advertising. If we had included the display linage used by local manufacturers, insurance companies and other local concerns paying the general or national rate the figures would have been at least 1,000,000 lines greater.

We would be interested in knowing your definition as to where the line should be drawn between local and national advertising.

The Register and Tribune,
H. T. Watts,
Business Manager.

Editor's Note: A definition of national, as distinguished from local advertising, is as futile a pursuit as an answer to the query, "What is news?" It is something that every newspaper must decide for itself according to local conditions. The billing method does not hold in a variety of cases. Of course, classification according to rates paid, gives an accurate linage figure, but the problem of fixing national and local accounts remains unsolved. Editor & Publisher can only advise publishers to consider each account separately and rule according to the known facts.

LOOSE RATE HANDLING

To Editor & Publisher: We want to write in the most emphatic terms our approval of the article which appeared in your January 15th issue entitled "Agency Man Protests Loose Rate Handling," by James R. Fox. This discusses a subject vital to both newspapers and agencies. We hope this letter, together with others which you undoubtedly will receive, will encourage you to continue the discussion to the end that newspapers generally will differentiate more clearly and on a universally common basis the difference between local and national accounts. We have run against this problem several times and it causes not only misunderstandings between agencies and newspapers but also embarrassment before a client.

J. Wm. Sheets, Inc.,
Philip R. Fennelly, V. P.

WIN READERS APPROVAL

To Editor & Publisher: The policy of the *Camden* (N. J.) *Evening Courier* and the *Morning Post* in condensing the Browning trial into a brief summary, with all testimony deleted, no pictures and never more than a half column of space, resulted in no circulation drop whatever. Camden, situated directly across the river from Philadelphia, within a two-hour train ride from New York, was saturated with tabloids during this period and Courier-Post circulation, normally 67,000 daily, showed no change whatever. Street men boosting tabloid sales, reported an increase of about 700 per day during the period of the Courier and Post's "Self-Censorship" policy. The only noticeable reaction was more than 100 letters to the editor commenting on the change in policy, of which all but six thoroughly endorsed the new departure.

Harry T. Saylor,
Managing Editor, *Evening Courier-Morning Post.*

Professional Sports

To Editor & Publisher: I have read an article in a recent issue of Editor & Publisher by William J. McNulty, a plea for less discrimination in the treatment of professional sports in the newspapers. I have also read a criticism of the article by Telford Work and endorsement of the statements of Mr. McNulty by Ray Jones.

It seems to me Mr. McNulty hit the nail on the head in his exposures of veiled professionalism in college and amateur sports. It is useless to camouflage things. There is no doubt that the college and club promoters of athletics are paying their athletes in various ways, just as the cases cited in the southwest by Mr. Jones, a sporting editor. I have known of numerous instances of amateur athletes receiving money for their services.

I must congratulate Mr. McNulty for his able article. There is far too much hypocrisy in the world today.

I believe, like Mr. McNulty, there is ample room for fair treatment of both amateur and professional phases of athletics, from the newspaper standpoint.

J. M. Thatcher,
Boston.

IN BUENOS AIRES
LA PRENSA
the Only Newspaper That Owns a
ROTOGRAVURE PLANT

Three rotogravure presses are necessary to supply the needs of the newspaper. From 16 to 24 pages are printed for the Roto section of the Sunday Edition. Eight pages of pictures and the first a magazine section of unusually high quality.

Average Sunday Circulation - 310,981
Average Daily Circulation - - 240,233

JOSHUA B. POWERS
Exclusive Advertising Representative
250 Park Ave., New York
"South America's Greatest Newspaper"



Baltimore American

The Baltimore Sunday American

The family paper —children cry for the funnies—men look for the news and editorials— and women demand it for the shopping news.

173,132
average net paid circulation

NEA

Buy Once---
and you've bought
Everything!

Our full service clients receive DAILY—

Five topnotch comic strips.

Two three-column block comics.

Two one-column comics.

Boy's adventure strip.

Romance of America strip.

A page of newspictures and newsfeatures from New York.

A page of newspictures and newsfeatures from Cleveland.

Children's bedtime story.

Washington letter.

New York letter.

Topical cartoon.

Cross-word puzzle.

Intelligence test.

Motion picture column.

Radio program.

Complete sports page edited by Billy Evans and including Joe Williams' "Nutcracker."

Complete Woman's Page, including famous "Ethel" drawings, Paris fashion letter, "400" society fashion letter, Allene Sumner's "Woman's Day," Olive Roberts Barton's family editorial, menu and recipe feature, beauty articles, woman's serial.

Complete editorial page, including editorials, paragraphs, health article, travel series, interpretative resumes of big news, nature article.

And each week we issue---

Sunday School lesson.

Radio page.

Farm page.

Auto page.

Page of fillers, justifiers, household hints and fashion suggestions.

Theatrical column.

Book review.

House plans.

AND we protect all clients on big news breaks with special services transmitted by airplane, telephoto and fast train.

Special preparedness services take care of holidays, big conventions, important trials and other set events.

NEA Service, Inc.,
1200 West Third Street
CLEVELAND, OHIO

The World's Greatest Newspaper Feature Service—Backed by 34 Years' Experience.

NEW JERSEY EDITORS MEET IN TRENTON

Gov. Moore Addresses Winter Convention—Prof. Will Outlines Work in Rutgers Journalism Course

Governor A. Harry Moore, speaking before the Winter meeting of the New Jersey Press Association in Trenton, Feb. 7, asked the newspaper men of the state for confidence in the legislature.



FRED L. CRANE

"Tell the people the facts," said the governor, "and let them choose for themselves. Do not try to influence them to views which you alone hold."

Fred L. Crane, publisher of the *Elizabeth Journal* and president of the Association, presided.

Rudolf E. Lent, of the *Passaic Daily News*, who is chairman of the committee on co-operation of Rutgers University Journalism course and the Press Association, made a report on the work of the committee. He told of the increase in the appropriation for the course, which has grown from $2,000 in 1925-26 to $11,000 expected for 1927-28.

Mr. Lent introduced Professor Allen Sinclair Will, Director of the Department of Journalism at Rutgers, who spoke in detail of the manner in which instruction in journalism is being given under the auspices of the Press Association. He said that at the December meeting of the American Association of Teachers of Journalism held at Ohio State University special interest was expressed in the methods recently instituted at Rutgers because they are the product of an attempt to establish a Department of Journalism in complete accordance with the wishes of the leaders of the newspaper profession.

"We intend," said Prof. Will, "to continue doing this work in the way in which the Press Association wishes to have it done. The reason is that your way is the best way, and we seek the best way."

Carl R. Woodward, who has charge of the yearly institute of the Press Association outlined the fall meeting, reporting 93 paid registrations and an attendance of 150. Three hundred papers were entered in the exhibit, which according to Professor Bristow Adams, the judge, showed great progress in the quality of New Jersey papers.

W. B. R. Mason and E. V. Savidge reported on a proposed libel bill which would require the plaintiff to prove malice on the part of the paper accused. The bill is to be submitted to Senator Case for recommendation. A summary was given of a bill proposing a court newspaper in Essex and Hudson counties, to contain all court news of the two counties, and to be supported by lawyers' and court advertisements.

A memorial to Henry Butler Rollinson, of the *Rahway Record;* Charles Hamilton Frost, *Plainfield News;* and R. E. Fithian, *Bridgeton Evening News,* whose deaths occurred during the past year, was read.

The following new members were admitted to the association: A. L. Kohnfelder, *Hoboken Observer;* Theo. W. Hendershot, *Paterson Morning Call;* W. Rubel, *Union County Dispatch;* Carl Ruklmann, *Bayonne News Review;* Isaac Untermann, *Hudson Jewish News,* Jersey City.

Francis B. Davis, president of the senate, and Anthony J. Siracusa, speaker of the house, also spoke.

Samuel G. Blackman, a member of the Journalism class at Rutgers, was awarded the annual scholarship of $100, given by the Press Association to the most deserving student in the course. Mr. Blackman and Miss Dorothy A. Grundy were guests of the association as representatives of the students in the Department.

FORM HALF-CENTURY CLUB

15 Michigan Publishers Eligible State Press Association Finds

Organization of the "Half-Century Club" marked the 56th annual meeting, just concluded at Michigan State College, East Lansing, of the Michigan Press Association, composed of 300 publishers of weekly newspapers.

The Half-Century Club has an exclusive membership of 15 Michigan editors who have been connected with the newspaper business in the rural field for 50 years or more. Six of the members were present at the organization session and were honored by their younger confrères, who voted them honorary life memberships in the Press Association and made them special guests at one of the banquet sessions.

The meeting was attended by 175 editors and publishers.

"Shop talk," discussion of mutual problems in making the rural press more influential and more profitable, occupied most of the sessions. Herman Roe of Northfield, Minn., president of the National Editorial Association, was a speaker. He told the Michigan publishers that failure to account accurately for the cost of issuing each edition is undoubtedly the most expensive error the rural publisher commits.

One of the interesting features of the convention which drew the attention not only of the visiting newspapermen but of many others attending the annual Farmers' Week at Michigan State College was an exhibit of rural weeklies, including some 300 sample copies of Michigan publications and a few papers from neighboring states. The papers were classified according to population figures of their towns.

New officers of the association were elected for the year, as follows: H. A. Johnson, *Saranac Advertiser,* president, succeeding Schuyler Marshall, *Clinton County Republican-News;* W. H. Berkey, *Cassopolis Vigilant,* vice-president; Herbert A. Wood, *Bangor Advance,* re-elected secretary-treasurer. Len W. Feighner, Nashville, is the association's first field director, a full-time job, and his successful work during the year was highly complimented at the sessions.

The dean of the "fifty-year" group is C. R. Jackson, owner of the *East Tawas Gazette,* who started his life work as a printer apprentice in Corunna in 1865, and who has been the owner of the Tawas Gazette for slightly more than 50 years. He is 73, and still helps get out the paper although it is now operated by Miss Edna Otis under lease. J. D. West, publisher of the *Ishpeming Record,* is the oldest member north of the Straits of Mackinac. He has been in Ishpeming since 1874.

George F. Adams has been with the *Fowlerville Review* for 51 years, during most of which time he has been managing editor. Mat D. Blosser has been managing the *Manchester Enterprise* for more than half a century. Patrick O'Brien, editor and publisher of the *Iron River Reporter,* started on the *Brighton Citizen* in 1876, and has conducted a newspaper in the Upper Peninsula since 1889.

Other members of the "50-year club" are George W. Minchin, *Evart Review;* W. A. Fox, *Rochester Era;* and H. C. McKinley, of the *Grayling Avalanche.*

PLANS 30,000 TON OUTPUT

The Inland Empire Paper Company at Millwood, Wash., will manufacture 30,000 tons of paper, mainly newsprint, during 1927, a recent announcement by William A. Brazeau, manager, says. Eighty per cent of the output is contracted for. Territory served includes papers as far east as Oklahoma, Denver, Dallas, Houston and San Francisco.

DROPS "SKYSCRAPER" PLANS

William J. Conners has abandon plans to erect a "skyscraper" home f the *Buffalo Courier and Express* on Niagara Square site purchased for th purpose. Mr. Conners has agreed to s the property to the State of New Yo for a new state building at a cost $460,000, said to represent only the pu chase price and back taxes paid by M Conners since purchasing the proper from the city of Buffalo.

BROUN WRITES ABOUT COMSTOC

Heywood Broun, columnist of the *N York World,* is author of a life of A thony Comstock, which will be publish in March by A. & C. Boni.

THRIFT COMMITTEE MEETS

The National Thrift Week Commit held a luncheon at the Bankers' Cl New York, Feb. 11.

Write and ask us how we are building volume for specific classifications every day of the year.

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building Philadelphia

Modern
Composing Room Furniture
as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.
Do it now!
HAMILTON MFG. CO.
TWO RIVERS, WIS.

If Quality
of circulation is your first consideration
The Evening Star
With Sunday Morning Editions
Washington, D. C.
will have your preference—same as it has the preference of practically everyone in the National Capital.
The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.
N. Y. Office—110 E. 42nd St.
Dan A. Carroll
Chicago Office—Tower Building
J. E. Lutz

THROUGH the HEART of COLUMBUS OHIO
106,814
Dispatch average daily net paid circulation six months' period ending September 30th, 1926. This exceeded second paper by 19,163.
City 55,920
Suburban 27,897
Country 22,997
City circulation of the Dispatch equals 90% of the homes in Columbus.
The Columbus Dispatch

Time Saver
By accepting our Complete Checking Proof Service a newspaper publisher automatically eliminates all detail work from his office that has to do with checking copies. No longer would it be necessary to keep records of each individual agency and advertiser checking requirements, nor to make out wrappers, attach proofs with some agencies' monthly invoices, or handle a good many "requests" for missing copies, each month. Instead, the publisher sends our nearest office a few complete copies—and we do the rest. And we guarantee complete satisfaction to all concerned.
NOW—370 subscribers
The Advertising CHECKING BUREAU Inc.
79 Madison Ave. New York
538 So. Clark St. Chicago

The World
These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.
The Evening World
Pulitzer Building, New York
Tribune Tower, Chicago

GRAVURE SECTIONS PRINTED
SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK
Standard Gravure Corporation
LOUISVILLE KY

A typographical error

in the

Editor & Publisher's Year Book

is responsible for the Tampa Morning Tribune being listed as located in Tarpon Springs, Florida.

As a matter of fact, users of newspaper advertising the country over recognize the Tribune as the dominant medium of the West Coast of Florida and know that it is published in Tampa, the Metropolis of Florida.

Tampa Morning Tribune

showed a circulation increase greater than any paper in Florida at the close of the last A. B. C. Publishers Statement period, Sept. 30, 1926. Comparative figures will be gladly submitted on request.

In Local, National and Classified advertising the Tampa Morning Tribune shows a most substantial lead over the second Tampa paper.

Advertisers who want to cover Tampa and West Florida at one cost invariably use the Tribune.

S. C. Beckwith Special Agency

NATIONAL REPRESENTATIVE



Our Own World of Letters

By JAMES MELVIN LEE

DON C. SEITZ, who for many years sat in the chair of the business manager of the *New York World,* has a wonderful collection of items relating to American journalism. Evidently he has drawn upon this collection for his volume "Horace Greeley" (Bobbs-Merrill Company). While the volume is written in the chatty style and has a popular mode of treatment, it gives the reader the impression that it has been somewhat hastily thrown together at odd moments when the author was not busy on his controversial articles. In craftsmanship, it does not begin to compare with that admirable piece of biography, "The Life and Letters of Joseph Pulitzer" from the same pen. To add to the published information about Greeley and to write the authoritative biography would take an immense amount of research. To do the job well one would have to read the files of the *New York Tribune* somewhat consistently and at the same time not overlook the contemporary comments published in other newspapers of the period The task should have been started long ago when it would have been possible to talk with those who worked with Greeley on the Tribune. Yet the book that Mr. Seitz has compiled is unquestionably the best popular life of Greeley that has appeared.

Because of the space Mr. Seitz devotes to the political activities of Greeley, the volume has considerable interest for all who write political editorials. The cub reporter will find it as interesting as many of the popular novels. Greeley certainly climbed the ladder of newspaper success in a most spectacular way. His death was more dramatic than the death scenes of some of our best sellers. Unlettered and uncouth, Greeley undoubtedly wielded the greatest editorial influence of any man in the history of American journalism. Thousands bought the Tribune just to see what he had to say. Having obtained an enormous editorial following, Greeley was unable to lead his readers along a safe path at critical itmes. That is the great tragedy in Greeley's career, but one that is not sufficiently brought out by Mr. Seitz. Climactic situations are well handled, but somehow the background seems incomplete and barren.

* * *

THE latest book to come to my desk is "A History of Caricature" (Little, Brown, and Company) by Bohun Lynch.

* * *

LONGMANS, GREEN & CO., announce for early publication "The Marketing Problem," by Edward T. Elbourne. It will show how the problem is being tackled in America.

* * *

AN article in *The Bookman* for February that should be marked for the perusal of those connected with the advertising staff is "Advertising High Hats Itself" by Helen Woodward. Mrs. Woodward begins her chat with a bouquet to the advertising man in the United States who "thinks himself somebody special because his business is swollen with pride and dollars, and is a faint relative to art and literature—a sort of stepsister."

The author then takes the reader to France where he gets a shock, for in that country the advertising man is considered a rather low sort of human being —one to be sent around to the back door. In England, according to the author, the advertising man is a bit better—but not much. Crossing the channel again, the author takes the reader to Germany where the advertising man is happier because there advertising is much like our own and in some respects is better because the illustrations are more attractive and there are fewer billboards. In other words, England is where America was 25 years ago, while France is where America was 75 years ago.

The evolution of American advertising is then traced somewhat in detail. A nice tribute is paid to the colonial merchant because he had news sense in his advertising, even if he did attack competitors—something which the modern advertiser considers bad business.

Here and there through the article are scattered interesting anecdotes. One of them tells how in a local town paper there was an ad that ran from time to time offering a certain house for sale. The house had been sold years before and the seller had moved to California, but the ad was kept standing and was used as a space filler whenever news copy was low.

The reader is then switched from the United States to France where advertising is considered undignified. Until recently, established business concerns in Paris thought that advertising was a symptom of a sick business. With a delightful touch of sarcasm, Mrs. Woodward adds that now France is beginning to have Rotary Clubs and that consequently everything will be all right before long.

In discussing billboard advertising, Mrs. Woodward believes that that type was never born, but like Topsy, "jes' grew." In her opinion, the first organized bill posting publicity was done for Barnum and Buffalo Bill. Of course mention is made that today bill posting is closely organized and controlled by two or three companies who look after all the read-as-you-run advertising.

On the whole the article has the backward glance and wanders from one campaign to another—but always with charm. It concludes with an ethical note about truth spelt with a very timid little "t" and truth with a large "T." The article makes a nice appendix to Mrs. Woodward's recent volume, "Through Many Windows."

LOUIS WILEY, business manager of the *New York Times,* is one of the contributors to the January issue of *The Scholastic Editor* with "The Press and the College Student's Career."

* * *

SEVERAL members of the working press are represented with contributions in the February issue of the *American Mercury.* Among them are W. A. S. Douglas, who is the regular correspondent of the *Baltimore Sun;* Henry F. Pringle, who is on the staff of the *New York World;* John L. Van Zant, an Indiana newspaper man; Milton Waldman, associate editor of the *London Mercury;* Benjamin De Casseres, a frequent contributor of book reviews to the *New York Times,* etc.

* * *

ONE of the leading editorials in *McNaught's Monthly* for February urges the newspapers of this country to abolish the nuisance of "Presidential spokesman." The editorial then goes on to say:

> The President sees newspaper correspondents in a group at stated intervals, and hands out to the boys whatever he wants printed. It is mostly publicity matter for the White House. But the newspapers are not permitted to say that the President handed out the information and opinions. They must say, instead, that all this publicity matter was uttered by "the Presidential spokesman." The whole world knows there is no such person, and the thing has come to be a silly joke. Many newspapers rail against the President for his "spokesman" fiction, in their editorial columns, and continue to print the publicity matter as directed, in the news columns. Let any two or three of the metropolitan newspapers refuse space to the White House handouts for a month and the Presidential spokesman would be a thing of the past. The President cannot do business without publicity, and if the newspapers will not print his views on his own terms, he will be glad to have his views printed on terms agreeable to the newspapers and the public.

The editorial then concludes that no one, not even the President of the United States, ought to be permitted to make himself ridiculous by setting up an imaginary dummy to speak for him.

PATCHES LAUNCHED

Newspaper Men Editing New Washington Satirical Weekly

William Moore Patch, who started a reporter on the old Pittsburgh Di patch at the age of 17 and then in tu became city, Sunday and dramatic ed tor of that paper, and who has since be prominently identified with theatrical, i surance and other business circles, is b hind a new weekly magazine entitl *Patches,* edited by Hugh Sutherland, f 25 years associate editor of the now d funct Philadelphia North American.

Bond P. Geddes, a veteran newspap man, who for years was in charge the Capitol staff of the Associat Press, is Washington correspondent.

Lewis Y. Hagy is managing edito Stavert Hudson, business manage Ralph T. Sheldon, advertising manage N. K. Conderman, secretary-treasure and Edgar Scott, dramatic editor.

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
CLINE WESTINGHOUSE

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

HARRISBURG PATRIOT
Harrisburg, Pa.

Ask them about it.

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

LINAGE GAIN IN 1926

The Tribune gained
652,092
lines in total advertising in 1926 — the only Salt Lake daily paper to show a gain over 1925.

The Salt Lake Tribune

The S. C. Beckwith Special Agency —Sole Eastern Agents.
M. C. Mogensen & Co., Inc.—Pacific Coast Representatives.

EVERY week, every month, every year The Cleveland Plain Dealer publishes MORE paid advertising than any other Cleveland newspaper.

For the year 1926:
Plain Dealer, 18,418,713 lines
Press .....15,104,534 lines
News .....13,059,507 lines

The Plain Dealer
ONE Medium — ONE Cost ALONE Will sell

NEW YORK 110 E. 42d St. DETROIT Fine Arts Bldg. CHICAGO 360 N. Mich. Av

BUILDINGS PLANT LAYOUTS PRODUCTION OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON
Newspaper Buildings
Plant Layouts
Production, Operation
120 West 42nd Street New York

Away Ahead!

2,196,676 - 1925
3,699,155 - 1926
1,502,479 - Gain

The New York Evening Graphic shows greater gain in lineage (41%) than any other New York paper.

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and New Rochelle and The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

Compare!



Incomes of $5,000 or over...

NEW YORK STATE
146,639

CALIFORNIA.
NEVADA.
OREGON.
WASHINGTON } **62,501.**

Income Tax Returns determine buying power. Take for example, the four Pacific Coast States —California, Nevada, Oregon and Washington—their combined income returns are not equal to half of that of New York State.

Suppose you were planning a sales and advertising campaign on the Pacific Coast. Think of the territory the salesman must cover, the expense and time involved. Whereas, in New York State, you have a compact unified territory with all the large trading centers closely knit together, where travel is convenient and distances are easy to cover.

In New York State you have population, wealth, buying power, and distribution can be obtained easily and economically at minimum expense.

If you have a meritorious product how can you afford to stay away from the New York State markets. These newspapers listed below are the most important papers in the Empire State. They will gladly help you obtain distribution.

		Circulation	2,500 Lines	10,000 Lines
*Albany Evening News	(E)	40,552	.12	.12
*Albany Knickerbocker Press	(M)	36,970	.13	.13
*Albany Knickerbocker Press	(S)	55,870	.17	.17
*Amsterdam Recorder-Democrat	(E)	7,824	.04	.04
†Auburn Citizen-Advertiser-Journal	(E)	10,000	.065	.055
*Brooklyn Daily Eagle	(E)	75,189	.22	.22
*Brooklyn Daily Eagle	(S)	85,839	.22	.22
*** Buffalo Courier-Express	(M)	118,588	.22	.22
*** Buffalo Courier-Express	(S)	154,046	.30	.30
*Buffalo Evening News	(E)	145,648	.25	.25
*Buffalo Evening Times	(E)	101,812	.21	.21
*Buffalo Sunday Times	(S)	114,255	.21	.21
†Corning Evening Lader	(E)	9,098	.05	.05
*Elmira Star-Gazette Advertiser	(E&M)	34,370	.11	.11
*Freeport Daily Review	(E)	9,011	.05	.05
*Geneva Daily Times	(E)	5,292	.04	.04
*Gloversville Leader Republican	(E)	7,108	.035	.035
*Ithaca Journal-News	(E)	7,567	.05	.05
*Jamestown Morning Post	(M)	11,665	.04	.035
*Middletown Times-Press	(E)	7,145	.04	.04
*Mount Vernon Daily Argus	(E)	9,575	.05	.05
*Newburgh Daily News	(E)	12,130	.06	.06
*New Rochelle Standard-Star	(E)	7,976	.04	.04
*The Sun, New York	(E)	265,000	.60	.58
*New York Times	(M)	358,350	.80	.784
*New York Times	(S)	591,425	1.00	.98
*New York Herald-Tribune	(M)	290,534	.6435	.624
*New York Herald-Tribune	(S)	343,716	.693	.672
*New York World	(M)	283,870	.595	.58
*New York World	(S)	553,400	.595	.58
*New York Evening World	(E)	295,472	.505	.58
*Niagara Falls Gazette	(E)	21,508	.07	.07
*Port Chester Item	(E)	4,695	.03	.03
*Poughkeepsie Star and Enterprise	(E)	12,974	.06	.06
*Rochester Times-Union	(E)	70,660	.21	.20
*Syracuse Journal	(E)	64,910	.16	.16
*Troy Record	(M&E)	21,709	.06	.06
*Watertown Standard	(E)	17,232	.07	.07

*** Merged as Buffalo Courier-Express, June 14, 1926.
† Government Statement, Oct. 1, 1926.
* A. B. C. Statement, Oct. 1, 1926.

EUROPEAN NEWS MEN WANT SPECIAL TRIBUNALS TO SETTLE CRAFT PROBLEMS

Rights Cannot Be Protected by Ordinary Law Courts, Committee Declares—Consider "Conscience Indemnity" When Policy Forces Resignations

By G. LANGELAAN

PARIS, Jan. 21.—The very first meeting of the newly created International Federation of Journalists, which met in Paris last November, took up the question of the journalist and his peculiar position. Measures for his special protection were discussed. The representatives of Austria, Bulgaria, France, Great Britain, Germany, Greece, Poland and Rumania were for measures peculiar to journalists alone among all categories of workers. Nowhere is the profession of journalism so precarious as in Europe and especially in France.

The value of a journalist is hard to determine. He may often mean so much for the success of a newspaper, and yet, unlike the manager of a commercial house, he cannot always definitely point to results and claim to be measured by them. His position being such a special one, there has for long been a desire in Europe for special laws regulating his relations with the owners of newspapers. Attempts have been made, for instance, in the matter of notice of termination of employment to establish the rule of one month's notice for every year of employment, so that a journalist having served a newspaper five years should receive five months' notice or five months' pay in lieu of notice. This is a ruling that has often prevailed in arbitration, but it has never been consecrated by law and no French tribunal has ever admitted the principle. The last time it came before the courts was in France in a case where a former employe of the Associated Press abroad claimed payment in lieu of notice on the basis of a month per year. The court most categorically threw down the action, not even granting costs. The judges no doubt felt that if such a principle were admitted in the case of journalism there would be no reason for its not being admitted in the case of other professions.

But, say the journalists of France, and for that matter of most of Europe outside England, our profession really is a very special one and we need special protection.

This was reflected in the proposals at the first sitting of the Executive Committee of the International Federation of Journalists, when that body came to the following conclusion:

It is necessary to make a distinction between ordinary notice of dismissal and payment in lieu of notice. These, the Committee contend, are two entirely different things. Notice can be given to correspond to a period of work really done or be represented by a sum of money equal to the salary for such period of work. That is the ordinary case, but the Committee considered that it did not entirely cover the question. The whole prosperity of a newspaper, says this body, can be considered as due to the journalists working on the paper, and ordinary payment in lieu of notice does not represent that part of the prosperity of a paper due to a journalist who has given of his best to help it to its enviable position. Also, it considers that the position a journalist has relinquished on another paper to take up work for the paper dismissing him should be taken into account, as well as loss of prestige through dismissal. For these reasons, the Committee contended, that not only should the length of service be taken into consideration but the position of the journalist in his profession.

Another curious point considered was that which the Committee named Conscience Indemnity. Conscience indemnity, it was decided, should cover the risk run by the journalist who, owing to a change of policy of the newspaper he works for, or change in the proprietorship, might feel that he could no longer continue his collaboration without a diminution of his personal dignity, in his own eyes or in the eyes of others. The indemnity to be paid should be at a higher figure than mere payment in lieu of notice, it was decided. And the benefit of this conscience indemnity should not be restricted to political writers, but could be claimed by any reporter or collaborator who sincerely and reasonably judged that he could not remain with a paper.

The Committee was of the opinion that the rights and interests of journalists cannot be protected by the ordinary courts of law, and the proposal was made that special professional tribunals should be created for newspapermen, such tribunals to be formed after an understanding between directors and journalists. The tribunals should be instituted by a law and their decisions have the force of law, and be without appeal.

Such were the novel questions discussed by the Executive Committee at its first meeting. Europe is the home of the mushroom newspaper, often founded to further the fortunes of a political party and of no more use to its backers when the particular object which called it into being has been attained. These ephemeral organs often employ one or two writers of note, and, when the battle is won, dismiss them with short notice or bare payment in lieu of notice. Such cases as these were in the minds of the members of the Executive Committee, but the points raised interest newspapermen everywhere and the activities of the International Federation of Journalists, which met under the auspices of that child of the League of Nations, the International Institute of Intellectual Co-operation, will be worth following.

MERCHANTS PRAISE DAILY

Twelve Shawnee, Okla., merchants took space on a page of the *Shawnee Morning News* Feb. 6, to congratulate the paper on the installation of four new Linotype machines.

CURTIS DONATES $100,000

Cyrus H. K. Curtis this week contributed $100,000 to the "Greater Temple University" fund in Philadelphia.

PROMISES REAL NEWS

Publisher in Charge of Rotary Publicity Will Not Fool the Press

William C. Edwards, publisher of the *Denton* (Tex.) *Record-Chronicle*, has been named by Rotary International to direct the publicity for the Rotary convention to be held in Ostend, Belgium, June 5 to 10. He will act in conjunction with Vivian Carter of London, former editor of the *Bystander*, who will have charge of the work in Europe.



W. C. Edwards

Mr. Edwards, like most western editors, is a bitter foe of propaganda and "free advertising" and has promised the news associations and the newspapers that nothing would be released to the American press which did not, in his opinion at least, have news merit.

"The amount of canned material and selfish propaganda coming to an editor's desk is nauseating," said Mr. Edwards last week when in New York to visit the various news associations. "The quantity is so great and the quality so poor that it is a sore temptation to any editor to push the whole mess in the waste basket without taking the trouble to read it.

"We believe the activities of three thousand American business executives and their families on a European trip is news. We are not going to attempt to fool the press or offer the papers anything but the news of the gathering. We have nothing to sell; we have no 'cause' to further and we are not conducting a campaign to keep ourselves on the pay roll of anything. No member of the publicity committee receives a cent for his services."

HOWE MEETS MUSSOLINI

Arthur Howe, editor of the *Brooklyn Daily Eagle*, was granted an audience with Premier Benito Mussolini in Rome, Feb. 7.

CELEBRATES 40TH YEAR

With the issue of Feb. 5, the *New York Catholic News*, weekly, celebrated the 40th anniversary of its founding. Henry Ridder is publisher.

BAHAMAS BECKON NOTED N. Y. WRITERS



Left to right—Grantland Rice, sports columnist, *New York Herald Tribune*, Mrs. Mary Wilson Preston, Mrs. Grantland Rice, Miss Florence Rice, Mrs. Ring Lardner, and Ring Lardner, photographed before sailing on the S. S. Munargo for the Bahamas.

"MY LIFE WITH A GENIUS"

the Real Story of

Charlie Chaplin

Written by

MILDRED HARRIS

His First Wife

Filled with intimate details, names, and hitherto unrevealed facts. . . . Describes Chaplin as lover, husband, father and artist. . . . Analyzes his very soul. . . . Tells why no woman can ever be happy as his wife. . . . An unparalleled human document concerning the best known and least known man in the world.

This series was planned for six articles but there was so much good material it burst its bonds. . . . It was finally crammed into eight articles of 1,000 words each. . . . This story is sweeping the country. . . . Wire for territory.

Famous Features Syndicate, Inc.

1819 Broadway,

New York, N. Y.

These People Are

"SPEAKING OF DIVORCE"

Judge Ben B. Lindsey
Fannie Hurst
Natacha Rambova
Lucille Pugh
Rev. John Roach Straton
Prof. Felix Adler
Justice Selah B. Strong
Cardinal Hayes
Dudley Field Malone
Michael J. Cruise
Father Francis P. Duffy
Rev. John Haynes Holmes
Max Steuer
Rev. Randolph Ray
(of "The Little Church Around the Corner")

"SPEAKING OF DIVORCE"

is a series of authorized interviews by Zoe Beckley, covering the whole field of

LOVE, MARRIAGE, AND DIVORCE

Startling Opinions! Controversial Opinions!

But every phase of opinion is represented. 15 stories, 1,200 words each.

A BIG Feature for EVERY READER

Wire for Territory

Famous Features Syndicate, Inc.

1819 Broadway,

New York, N. Y.

SHOP TALK AT THIRTY



By MARLEN PEW

WHER a man gets much or little n of a reporting job depends, in gree, upon the sheet he is work- nd the editor who sets the pace. worked for a few stale, un- ve, unfeeling blockheads, whose was missing all the natural bets d the game. but looking back- lize with the keenest gratitude major portion of my life has under true and inspiring editor- for newspapers that were made who read them. Therefore life happy, interesting, often ex- l sometimes even thrilling. I genial spirits that have given ing to do that was worth while least as vital as the job of a on a busy corner.

tor I am thinking of today did e in capital punishment, par- of women. Martha Place, of was the first woman to die ectric chair, and I recall how Man" gagged. Every time the ld bring in a story of the hang- me wretched female or some youth he would fume in his olumn and swear the day would n civilized man would end that This idealism undoubtedly led dertake the rescue of two ob- rderesses from their fate on ws within a period of three r years, and if the customers it the recital I shall rattle on of those experiences during e of the "Shop Talk" ship and ther for the trip that must be week.

* * *

F despatch in the *New York* one Sunday, told of prepara- ng in the County Jail at Read- woman named Kate Edwards, f the murder of her husband. ime I was making my own ts, as a special correspondent for the Scripps-McRae news- nd I hastened to Reading to y that, perchance, would make Man" sit up and take notice. e hotel I located the young o had unsuccessfully defended . It had been his first murder found him to be a brilliant on of a prominent family, but wretchedly reduced circum- He reminded me of Sir Gil- r's famous character Charlie e lawyer told me the woman's . With her husband she had cabin in the foothills of the ntains. There were several mong them a daughter of 13 s. Edwards was a drunken, t and for years had profited wife's prostitution. She had issive until, the lawyer said, had attempted to make the he slave of rough men em- ployed in a near-by quarry. In a quarrel Mrs. Edwards had seized an axe and had cloven the man's skull, attempting to cover the crime by dropping his body down a deserted well. His absence from usual haunts started an investigation and Kate Edwards, then soon to become a mother, was jailed at Reading. She was tried and convicted but execution was delayed by her maternity.

* * *

THE young lawyer told me this story in moving terms. He had sought every legal device in his experience to save the woman, holding, among other things, that the murder was done in self-defense and that the extenuating circumstances entitled Kate Edwards to the merciful consideration of the court. His pleas had been in vain, and so deep was his distress that he wept like a defeated boy. He told me how the woman had kept her baby in the cell and had tenderly nursed it. She and her husband were white, but the child was a mulatto. He showed me a picture taken of the woman when she had been arrested, and I have never seen a face more deeply creased with lines of hardship and despair.

"But see what a year in jail, with good food and rest, have done for her!" he exclaimed, as he drew forth another photograph, now of a self-respecting, middle-aged, motherly woman, not of high type, but perhaps better than average. It was an astonishing contrast. We discussed how we might move to get a pardon for her. I believed that Governor Pennypacker was a just man and would be moved to clemency if the facts were laid before him. The lawyer said the governor had shown no disposition to interfere.

"Then," I said, "we must bring public pressure to bear."

* * *

AFTER further investigation of the case, which corroborated the lawyer's statements, I began sending out of Reading a series of stories reciting Kate Edward's story. They were published, through syndication, in some 60 newspapers. I had intended to launch a petition enterprise, but so patent was the injustice that readers in a number of cities, particularly in Ohio, spontaneously began circulation of memorials addressed to the governor. Presently this idea became quite general in the middle west. Petitions were hung up in hundreds of retail stores and carried about by club women and other willing souls. I do not remember how many thousand signers were counted but I do recall that the petition from Cleveland was so large that it was sent to Harrisburg in a flour barrel.

* * *

ONE story in particular infuriated the readers of our papers and added many thousands of names to the petitions. The sheriff of the county was a good-natured, red-cheeked roly-poly who, prior to his election to the office, had been a retail butcher. One morning I found him engaged in carpentry in the jail yard. He had constructed a crude cross from two light planks. It was about seven feet in length and the cross-arm was about four feet in width. He had just started to cover this contraption with a coat of sky-blue paint. The sheriff volunteered that he was "vixing diss up to hang Kate mitt." He would put straps on the cross to hold the body, with arms outstretched and feet pinioned. But why was such an instrument necessary?

"Vell," said he, "diss Kate iss alvays vainting on me. Ven she vent to trial she topples over like she iss det. Ven she iss sentenced she vaints and doan vake up for a hour. Ven I go to get her to hang her Kate iss sure to go like she iss det. So, I strap Kate to diss board, put the rope around her neck, standt diss on der trap and cut the vaits and she svings." What could any reporter, in the circumstances, make out of that little flight of a good butcher's fancy!

* * *

GOV. PENNYPACKER was kept busy for days receiving delegations and petitions from distant parts but was slow to act. He did grant a stay of execution and in the nick of time. The lawyer and I induced some public spirited women in Reading to call a meeting to protest against the hanging, although there was heavy prejudice against Kate Edwards and her kind in that city. We addressed these women, seeking to bring to their conscience the extenuating circumstances. There was opposition, but finally it relented. The local judge, who had sentenced Kate, was obdurate, but a weird circumstances occurred, of which I regret I cannot tell because of confidences, and ultimately the judge withdrew his objection to any action the governor might take Kate's sentence was commuted to a term of years in the State Penitentiary. A good home was found for the baby, followed by a legal adoption.

(Next week read exclusively in this palladium of liberty, all about the thrilling rescue from the gaping noose of Mrs. Annie Valentino. Advt.)

5,000 PAGES OF FARM NEWS

Iowa newspapers, daily and weekly, printed 5,000 pages of agricultural news during the year 1926, or approximately 880,000 inches, according to the annual report of H. J. Metcalf, in charge of information in the agricultural extension service, Iowa State College.

in
Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"
"Starts the day in Detroit"

With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

Another Quality Feature
a
dog-gone
good
DOG
series
for
all who
love
DOGS
YOUR DOG AND YOU
Helpful, practical hints to dog owners
Weekly—Illustrated
United Feature Syndicate
World Bldg., New York

The Meridian Star
Mississippi's Largest Daily
A. B. C. Circulation Exceeds 12,000. All in State of Mississippi.
The Meridian Market is not controlled by Cotton.
Meridian territory has over 6,000 workers on annual payroll of $20,000,000. large wholesale and jobbing business, livestock, dairying, poultry, fruit, forest products and diversified farming interests, in great volume—all independent of cotton.
Jas. H. Skewes, Editor & Publisher
THE S. C. BECKWITH SPECIAL AGENCY
National Advertising Representative
New York—Chicago—St. Louis—Detroit
Kansas City—Atlanta—Los Angeles
San Francisco

Angeles Evening Herald
Has a greater Circulation and carries more advertising than any other Daily in this entire territory
Largest in 41 States
Total Advertising 1926
17,505,474 Agate Lines
050
200,000)
Representatives
Chicago: John H. Lederer, 910 Hearst Bldg.
San Francisco: A. J. Norris Hill, 610 Hearst Bldg.

65,563 NET PAID CIRCULATION
Cover Half a State
EVENING COURIER MORNING POST
CAMDEN, N. J.
National Representatives
Story, Brooks & Finley.

MICHIGAN
is growing faster than any State in the Union.
Its increase in manufacturing products surpasses anything in the world.
BOOTH NEWSPAPERS
cover Michigan outside of Detroit —Eight principal cities with the only or leading Newspaper in its respective community.
The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News
National Advertising Representatives
I. A. KLEIN, 50 East 42nd St., New York City
J. E. LUTZ, Tower Building, Chicago, Ill.

IT WILL PAY YOU TO HIRE TRAINED MEN
Ambitious young men, schooled in every branch of the newspaper or magazine field, may be secured to fill that opening on your publication by simply making your wants known to the Personnel Bureau of Sigma Delta Chi, professional journalistic fraternity.
No Charge To Employers
Avail yourself of this free service to replenish your staff whenever the occasion requires. Write or wire John G. Earhart, 836 Exchange Ave., Chicago, Ill., and he will put you in touch with the right man.

WEEKLY CLOSES TWO GAMBLING HOUSES

Miami Beach Beacon's Exposure of Conditions Brought Quick Results—Threatened Police With Grand Jury Action

Two large gambling houses were closed by city authorities in Miami Beach, Fla., this week as the result of an editorial expose by the *Miami Beach Beacon*, a community weekly of which Kent Watson is editor and publisher.

Charging that "Miami Beach today is infested with the most pernicious gang of crooked gamblers that ever before gathered in a city of this size," Watson, in a front page editorial, demanded the closing of the two gambling houses and asserted that "if the authorities assume a passive attitude toward our demands, we are going to use the Dade County Grand Jury as a weapon to remove such authorities from office—for malfeasance."

In naming the two gambling houses and giving their locations, Watson asserted that "stacked decks, crooked dice, known as 'shapes,' and roulette wheels that are manipulated as the croupier sees fit, combine to fleece those who enter these places."

"This challenge to the police department is made public," the editorial concluded, "so that there can be no mistake about it having been issued."

One of the gambling houses was closed on the day the editorial appeared, but the other remained open. This brought a second and more trenchant challenge from the editor of the Beacon.

This resort was closed on the day following publication of the second challenge. Neither of the places will be allowed to reopen, city officials advised.

BIRDSALL RESIGNS

Succeeded by Armstrong as St. Petersburg News M. E.

R. H. Armstrong, managing editor of *St. Petersburg* (Fla.) *Daily News*, tabloid, has been appointed editor to succeed Major Alfred Birdsall who recently resigned to become general manager for the Weekiwachee Water Company, a local concern.

Armstrong, formerly with Hearst's *Atlanta Georgian*, the *Macon Telegraph* and other southern papers, joined the staff of the News as city editor when it was started, March 6, 1925.

Major Birdsall had been with the News for more than a year, and was engaged as editor by Frank Pulver, president, while Birdsall was with the *Miami Daily Tab*, Vanderbilt paper.

MEMORIAL TO McCLATCHY

Sons Give Park to City in Honor of Forty-Niner

The memory of James McClatchy, founder of the *Sacramento* (Cal.) *Bee*, is to be preserved in the city which knew and loved him.

V. S. McClatchy, son of James McClatchy, and formerly part owner of the Bee with C. K. McClatchy, the present publisher, has announced the purchase of Joyland Park, a local recreational site, and its renaming as James McClatchy Park. The purchase was made for the sum of $90,000, and was turned over to the city as an outright gift by Mr. and Mrs. McClatchy.

DEL-MAR-VIA ELECTS

S. Charles Walls, of the *Centerville* (Md.) *Observer*, was elected president of the Del-Mar-Via Press Association at the annual meeting held in Wilmington, Del., recently. Other officers are: vice-president, Harry C. McSherry, *Dover* (Del.) *Index;* secretary-treasurer, William F. Metten, *Wilmington Every Evening;* executive committee, S. E. Shannahan, *Easton* (Md.) *Star-Democrat;* Fred C. Usilton, *Kent News* of Chestertown, Md. The Association is composed of editors and publishers on the Delaware-Maryland Peninsula.

Supplies and Equipment

Stereotype Room Efficiency

Means quick production of good plates and the elimination of recasts as far as possible.

Moulding Blankets

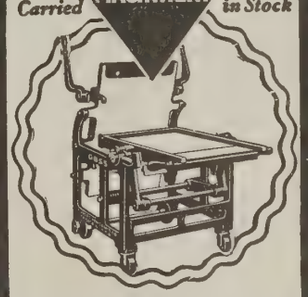
Hard and Soft Cork Blankets
Heavy Wool Moulders
Light Wool Moulders
Thin Wool Moulders
(All Sizes)

Space Packing Felt
4 Thicknesses—No. 25, No. 35, No. 40, No. 50

Easy to tear, quick to place

New England Newspaper Supply Company
Worcester, Mass., U. S. A.
Cable Address NENSCO
Worcester, Mass.

GOSS STEREOTYPING MACHINERY *Carried in Stock*



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

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Rebuilt GOSS & HOE PRESS BARGAINS

ALL TYPES
SEND for LIST

THE GOSS PRINTING PRESS CO.
CHICAGO - NEW YORK - LONDON

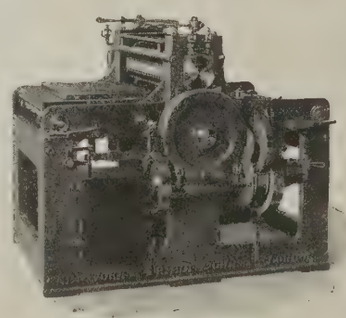
Drive and Control for Newspaper Presses

A representative installation on a Scott Straight-unit press is that of a 100-h. p., a-c. equipment at the Newark, N. J., Ledger.

GENERAL ELECTRIC

HOE New-Design Heavy-Duty Matrix Roller

Built especially for heavy-duty work from the best grade of materials. Heavy supporting Frames are cast in one piece and secured by two substantial crossbar castings. Bed, with five second travel in one direction for wet mats and twenty second travel for dry mats, accommodates the largest single and double-page chases in ordinary use.



Designed Especially for Dry Mats

R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street, CHICAGO, ILL. — Pere Marquette Bldg., NEW ORLEANS, LA. — 7 Water Street, BOSTON, MASS.

Classified

EDITOR & PUBLISH

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)
1 Time — .40 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATION (Cash with Order)
1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per l
insertion as earned by frequency of in
Minimum Contract space, three lines.
rates quoted for 13, 26 and 52 insertion
Editor & Publisher reserves the right to
fy, edit or reject any advertisement.
COUNT SIX WORDS TO LINE

ADVERTISING

General Promotion

Advertising Promotion—If you want business, communicate with the Inter Publications Service, Incorporated. 1841 way, New York City.

Build Linage, make more money. Use righted "Worthwhile" Feature advertisin or Special Edition and know the genuin faction that has brought repeat order hundreds of publishers year after yea sell the ads for you. Write F. G. Hog dicate, Indianapolis, Ind., or Kane, Pa.

Special Editions, Special Sections, Pages solicited and placed for reasona mission. Accounts guaranteed. William dan, 568 Pacific street, Brooklyn, New Y

Supplies

Shading Sheets for Art work and Ben fects. Bourges Service, Inc., 144 We St., New York.

BUSINESS OPPORTUNIT

Brokers

Industrial Monthly, established, pr growing. Price $100,000; $40,000 do ance in 6 years. Harris-Dibble Co., 345 son avenue, New York City.

Omar D. Gray, the Newspaper Broke geon, Missouri, writes:

"Here is my problem this week: I client who wants to own a prosperous Weekly in Missouri city of 80,000. He the man for the job, but he is short on This paper serves its church in 32 of counties in Missouri. Its present owne years of age and must get out of th He has managed this paper for 34 year paper is priced right and has the sup the Catholic bishop and the priests und The paper needs to be enlarged, a new stalled and the circulation and advertis ronage doubled. It can be easily d have thoroughly investigated this proje I had the time I could go out and sell worth of 7 per cent preferred stock on terprise. But this is out of my line. this ad to reach the eyes of Catholics w put $5,000 or more of their money i paper deal. The investment is a safe you are interested and want full par write me. If I do not succeed in rais money for my present client, then th will be for sale to others. I am going this property within 60 days to someone.

"I have a morning daily up in Orego made last year over $20,000. You this property with good building for $ with a reasonable payment down, balan terms.

"I have an afternoon paper in splen kansas city, no opposition, with wonderf ing I can sell for $100,000.

"I have a prosperous afternoon daily souri I can sell for $50,000. It takes cash to handle.

"I have seven clients who want a dailies within two hundred miles of and you boys who want to sell should l me.

"I have clients who ask me to buy papers for them in Massachusetts, Con Rhode Island and other states.

"I have a client who has $25,000 in c other good securities who wants an e county seat weekly, semi-weekly or da a gross income of $30,000 to $50,000. o urban city property priced right and good money, who prefers the West, go anywhere except the South.

"I have a fine opening for a real adv man who will help build a weekly into in the South. I have seen this plant is a good proposition. State how much you can invest in such an enterprise.

"I sold this week the other afternoon Jefferson City, Mo.—to the sa who bought from me the Tribune on 1927. The two deals aggregated, with ev ing, $81,500. If I keep my January sales several months this year I will pass my of last year. I am too busy to go to C this winter and visit the newspaper boys offices, but I hops to spend July and out there."

Important factors in the South's development



Labor — Power — Cotton —Climate — Natural Resources — Transportation — Financial strength — Diversification of industry and agriculture — these are the contributing factors to the South's prosperity.

No section of the Country is blessed with the natural riches of the South. No territory today offers such vast opportunities for expansion and development.

The South's buying power is daily increasing. The national advertiser should turn his attention to this outstanding market if he wants to share in the South's prosperity.

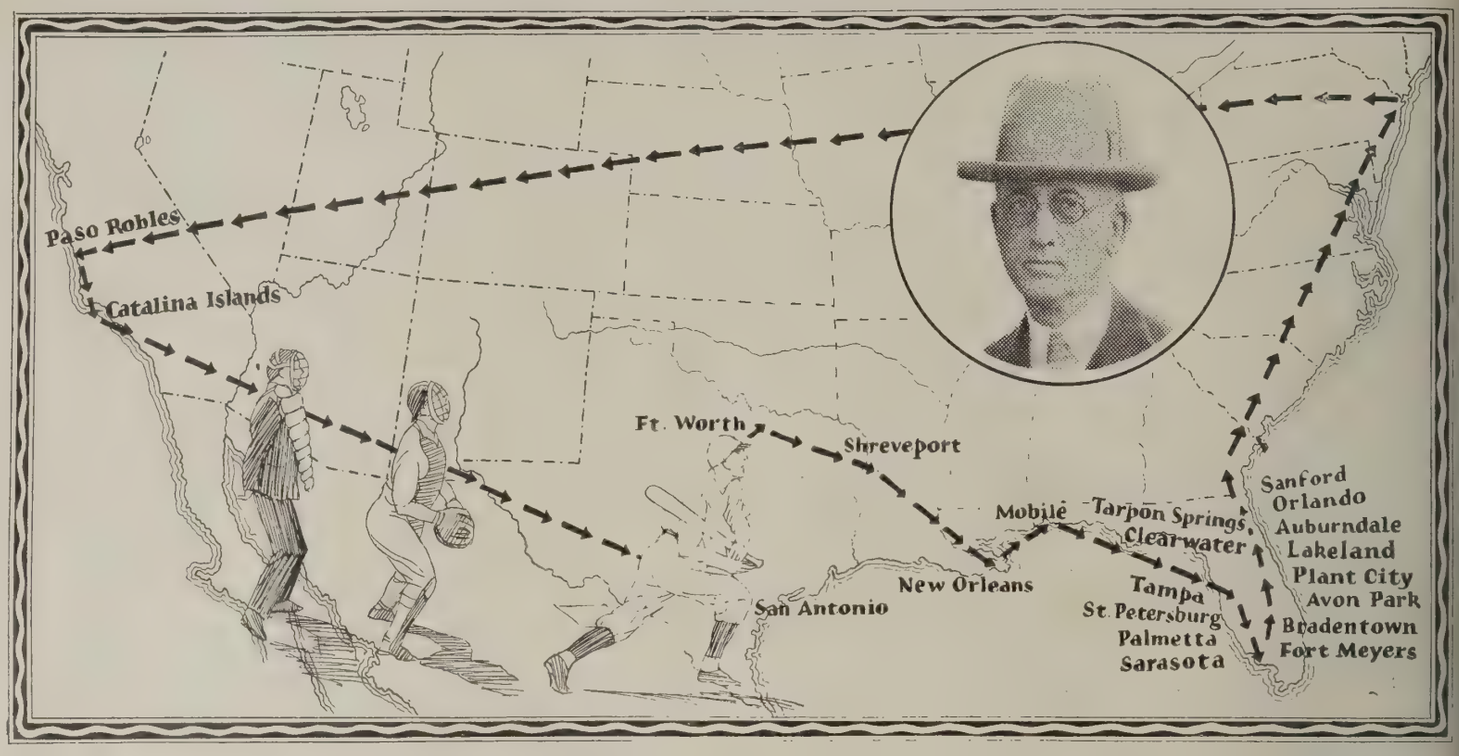
The newspapers listed below can pave the way.

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
*Birmingham Age-Herald (M)	34,994	.09	.09
*Birmingham Age-Herald (S)	50,699	.11	.11
*Mobile News-Item (E)	11,993	.05	.05
*Mobile Register (M)	20,427	.08	.08
*Mobile Register (S)	32,096	.10	.10
FLORIDA			
††Daytona Beach News (ES)	5,560	.04	.04
*Florida Times-Union (M) 49,903 (S)	59,239	.12(S.15)	.12(S.15)
*Lakeland Ledger (E)	5,173	.03	.03
*Miami Herald (M)	48,108	.11	.11
*Miami Herald (S)	60,006	.12	.12
*Orlando Reporter-Star (E)	8,502	.06	.06
*Orlando Sentinel (M&S)	10,655	.06	.06
*Pensacola News and Journal (E&M)	9,490	.07	.07
†St. Augustine Record (E&S)	3,382	.04	.04
††St. Petersburg Independent (E)	9,708	.065	.065
*Tampa Times (E)	24,389	.08	.08
*Tampa Tribune (M) 38,316 (S)	58,468	.10(.14S)	.10(.14S)
*West Palm Beach Post (M)	11,339	.06	.06
GEORGIA			
*Augusta Herald (E)	14,515	.05	.05
*Augusta Herald (S)	15,254	.05	.05
*Macon Telegraph (M)	25,903	.08	.08
*Macon Telegraph (S)	26,198	.08	.08
*Savannah Morning News (M), 21,220 (S)	22,161	.06(.07S)	.06(.07S)
KENTUCKY			
**The Lexington Leader (E)	19,262	.06	.06
**The Lexington Leader (S)	19,266	.06	.06
††Paducah Sun (E)	9,287	.04	.04

	Circulation	2,500 Lines	10,000 Lines
NORTH CAROLINA			
*Greensboro Daily News (M)	27,656	.08	.07
*Greensboro Daily News (S)	30,691	.09	.08
*Salisbury Post (E)	7,324	.04	.04
*Winston-Salem Sentinel (E)	17,774	.07	.07
SOUTH CAROLINA			
**Columbia State (M)	22,627	.07	.07
**Columbia State (S)	24,281	.07	.07
*Greenville News (M)	21,648	.075	.07
**Spartanburg Journal (E)	6,112		
**Spartanburg Herald (M) 6,112 S	9,110	.05	.05
TENNESSEE			
**Chattanooga Times (M)	31,107	.10	.10
**Chattanooga Times (S)	30,573	.10	.10
††Memphis Commercial Appeal (M)	101,603	.18	.18
††Memphis Commercial Appeal (S)	130,794	.21	.21
*Nashville Banner (E)	54,519	.11	.11
*Nashville Banner (S)	56,007	.12	.12
VIRGINIA			
**Danville Register and Bee (M&E)	14,336	.06	.06
**Danville Bee and Register (E&S)	19,217	.07	.07
*Newport News Times-Herald (E)	7,968		
*Newport News Daily Press (S&M)	5,413	.05	.05
**Roanoke Times & World News (M&E)	25,246	.08	.08
**Roanoke Times (S)	15,458	.07	.07
*Staunton News-Leader (M), Leader (E)	6,855	.035	.035

* A. B. C. Statement, March 31, 1926.
** A. B. C. Statement, Oct. 1, 1926.
† Government Statement, March 31, 1926.
†† Government Statement, Oct. 1, 1926.

Look Them Over *with* John B. Foster



JOHN B. FOSTER, Baseball writer for the Consolidated Press, starts on his swing around the training camps this month.

He will "look them over" as he has in past years and telegraph his daily dispatches exclusively to C. P. A. papers.

Last March Foster wrote from the Cardinals' camp:

"The St. Louis Cards have the best looking ball club I have ever seen at a training camp.

"As the teams stand today it is impossible to avoid ranking the St. Louis Cardinals along with Pittsburgh and New York."

And later he telegraphed the prediction that the New York Americans would come back and asserted that three of the player-managers were in their last season.

When the latest baseball scandal arose, he stated consistently that the charges of Risberg and Gandil would be dismissed.

He KNOWS.

John B. Foster's daily dispatches from the training camps and a round-up story at the end of the trip are delivered without extra charge to C.P.A. members.

This special training camp service is available to one paper in each of the few cities still open. For details, address

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Third Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Bulletin Building	19 Rue d'Antin

THIS ISSUE: ALL-NEWSPAPER CAMPAIGN FOR WESTINGHOUSE

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1927

MEMBER A.B.C.

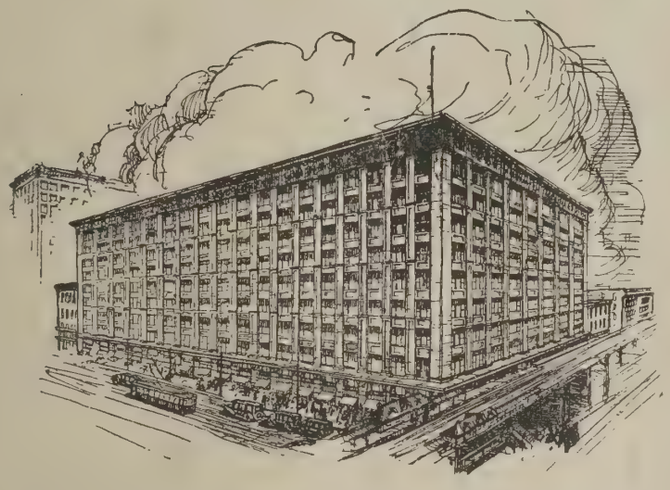
SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

MEMBER A.B.P.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 41 NEW YORK, MARCH 5, 1927 By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign 10c Per Copy

The greatest volume of advertising ever placed by a Chicago store in ONE NEWSPAPER



IT is frequently said in merchandising circles that The Davis Company is the fastest growing store in Chicago.

In the year 1926 The Davis Company placed 1,254,028 agate lines of advertising in The Daily News—the greatest amount ever placed in one newspaper, in a like period, by any single Chicago advertiser. This amount was greater than the total advertising of The Davis Company in all other Chicago newspapers in the year 1926.

The accompanying letter from The Davis Company tells how they have made use of space in The Daily News to achieve a most remarkable success in Department store operation.

It offers guidance to all who are interested in promoting the rapid growth of business through efficient advertising in Chicago.

THE DAVIS COMPANY
CHICAGO

December 20, 1926.

Mr. L. M. Barton,
Advertising Manager, The Chicago Daily News,
Chicago, Illinois.

Dear Sir:

It is hardly necessary to say that we are exceedingly gratified by the growth of our business during the past year. This development has been marked not only by sales figures but by a great increase in the number of people coming into the store.

There are, of course, many factors in this success. We can not minimize the importance of our "Bottom Prices Guaranteed" policy. It is becoming more and more widely known that quality for quality we will not be undersold. We have made many improvements in our organization and facilities. We have added substantially to our store space and have greatly improved our service.

The Daily News has been the principal medium for our advertising. Our opinion of the efficiency of The Daily News as a business builder is best indicated by the amount of its space we have used.

Yours very truly,

Austin Davis

President.

In 1926 38.39% of all the department store lineage used in Chicago papers, daily and Sunday, appeared in The Daily News—more than twice the volume any other daily or Sunday paper carried.

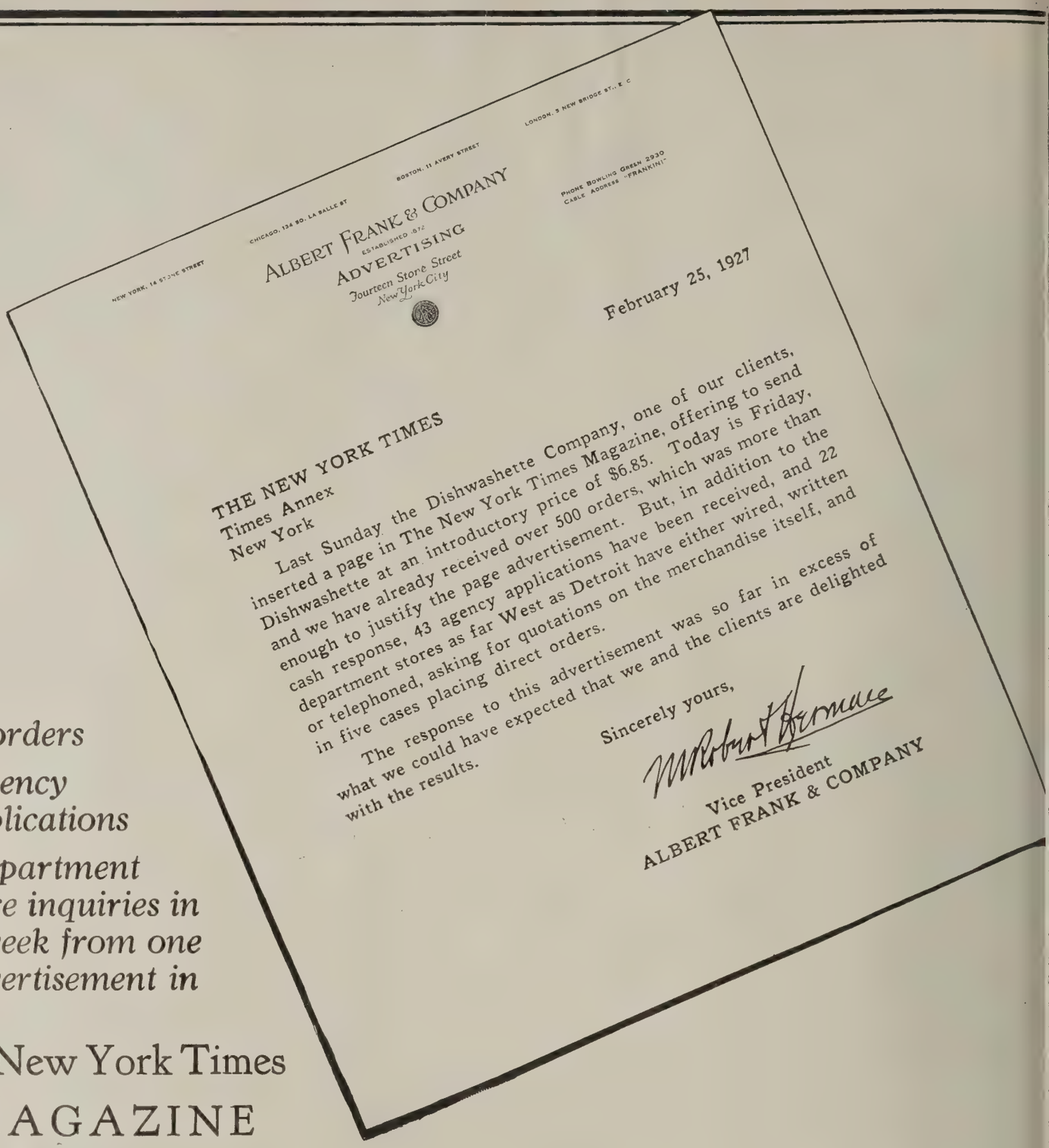
THE CHICAGO DAILY NEWS

FIRST IN CHICAGO

Member of The 100,000 Group of American Cities

Advertising Representatives:	NEW YORK J. B. Woodward 110 E. 42d St.	CHICAGO Woodward & Kelly 360 N. Michigan Ave.	DETROIT Woodward & Kelly Fine Arts Building	SAN FRANCISCO C. Geo. Krogness 253 First National Bank Bldg.

Average Daily Net Paid Circulation for February, 1927—447,762



ALBERT FRANK & COMPANY
ESTABLISHED 1872
ADVERTISING
Fourteen Stone Street
New York City

NEW YORK, 14 STONE STREET · CHICAGO, 134 SO. LA SALLE ST · BOSTON, 11 AVERY STREET · LONDON, 3 NEW BRIDGE ST., E. C.
PHONE BOWLING GREEN 2930
CABLE ADDRESS "FRANKINT"

February 25, 1927

THE NEW YORK TIMES
Times Annex
New York

Last Sunday the Dishwashette Company, one of our clients, inserted a page in The New York Times Magazine, offering to send Dishwashette at an introductory price of $6.85. Today is Friday, and we have already received over 500 orders, which was more than enough to justify the page advertisement. But, in addition to the cash response, 43 agency applications have been received, and 22 department stores as far West as Detroit have either wired, written or telephoned, asking for quotations on the merchandise itself, and in five cases placing direct orders.

The response to this advertisement was so far in excess of what we could have expected that we and the clients are delighted with the results.

Sincerely yours,

Robert Furnace

Vice President
ALBERT FRANK & COMPANY

500 orders
43 agency applications
22 department store inquiries in one week from one advertisement in

The New York Times
MAGAZINE

THE LETTER above cites the experience of one advertiser in The New York Times Magazine, a part of the Sunday edition. Other advertisers obtain satisfactory, traceable returns.

The lowest rotogravure milline rate purchasable anywhere—for circulation of The New York Times high quality—for space in a medium strong in the confidence of readers.

Net paid sale over 650,000 copies

The New York Times

The Times has issued a 32-page booklet on rotogravure in connection with its exhibit of rotogravure printing now open to the public in The Times Annex, 229 West 43rd Street. A copy will be mailed to those interested on request.

Speaking of Specialists

¶ In this day and age when "specialization" has become almost a national religion—

¶ Consider the Sun Carrier!

¶ He's a specialist of specialists, a man who confines his activities to a single purpose—delivering the Sunpapers to the homes of Baltimore, Morning, Evening and Sunday.

¶ The Sun Carrier is a hustling business man—proprietor of a route which earns an annual income which is not subject to violent fluctuations. For in Baltimore the Sunpapers grow with the city. Sunpaper circulation increases as naturally, as steadily, as regularly as the population.

¶ A healthy growth, year after year! A growth which is materially aided by the efforts of these Sun Carriers—the men who do so much to make Sunpapers the home papers of Baltimore.

Average Net Paid Circulation for Month of February, 1927

Daily (M. & E.) . . 254,793
Sunday 198,485

A Gain of 6,542 Daily and 8,773 Sunday Over February, 1926

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

C. GEORGE KROGNESS
First National Bank Bldg.,
San Francisco

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"

HELP YOUR DEALERS

"In Philadelphia nearly everybody reads The Bulletin"

The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

537,974 COPIES A DAY

The circulation of The Bulletin is the largest in Philadelphia

Member of The Associated Press

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephones, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations. Member Associated Business Papers, Inc.

Vl. 59 NEW YORK, MARCH 5, 1927 No. 41

All-Newspaper 1927 Advertising Campaign Announced By Westinghouse

Magazine Expenditure Curtailed to Gain Flexibility and Adaptability of Dailies—Campaign Starting April 1 Will Run Into Several Millions—414 Papers in 313 Cities on Schedules for First Month

By PHILIP SCHUYLER

NE of the most significant advertising trends of the year will become lic property March 7 when the Westpuse Electric & Manufacturing Com will announce from its headquarters in Pittsburgh, Pa., its new "all-paper advertising plan," scheduled to to effect April 1.

tails of the plan were given to Editor & Publisher this week by J. C.



J. C. McQuiston

iston, manager of publicity, with nderstanding that readers of this be asked to refrain from reproduc em until the general release-date set xt Monday.

se details are to be published in the *ghouse Advertiser*, a new dealer which the company will start pub April 1.

lead story in the first number of dvertiser will tell of a wholesale of the Westinghouse advertising riation from the general magazines spapers. The amount of the ap tion is being kept in strict confi but its size may be guessed at he following available details:

newspaper advertising will be in a total of 414 newspapers in 313 at cities. The total newspaper cir n is listed as 19,375,000 average d daily.

campaign will start in April with full page advertisements in 59 ies. These full pages are described esenting the "back log of the cam the heavy smash effort, which, at intervals throughout the year, added weight and importance to ge number of other individual ad nents featuring specific products." average copy will occupy the en pth of either one or two news columns and in some cities will appear as often as three times a week

Only one month of the drive, April, has been mapped out in detail, it was explained to Editor & Publisher. It is the plan of those in charge to place the campaign in monthly sections.

The company expects that the sum which they intend to invest nationally in newspaper space, will also influence local dealers and jobbers to buy considerable tie-in advertising.

"You can safely say that the expenditure will run into several millions of dollars," Gerald MacSweeney, an executive of the company, told Editor & Publisher.

Explaining the fundamental change in his company's advertising policy, Mr. McQuiston will be quoted as saying:

"The decision is a pioneering step in the use of newspaper space by an electrical apparatus manufacturer of the importance of the Westinghouse Company since its products range from domestic electrical appliances to giant electric locomotives and huge generating station units.

"Newspapers seem to offer the only medium by which we can both 'nationalize' and 'localize' our various sales campaigns, thus permitting us to conduct a nation-wide campaign on products and at the same time vary our program to fit the needs of specific districts.

"For many years we have been users of a considerable amount of newspaper space for certain of our merchandising lines, and the results so obtained have prompted us to expand this advertising to cover all of the many lines in which the company is interested.

"Our decision to concentrate on newspaper space came after a careful study of all factors entering into the marketing, selling and advertising situation. One important item was flexibility whereby we could vary our plans to conform to various factors such as weather conditions and peculiarities in the economic situation with respect to any particular district of the country.

"Certain cities present a greater industrial market opportunity than others. Others are outstanding in the character and extent of their new building operations. In still others a greater market is offered for certain products in our merchandising lines than others. The flexibility of newspaper space will permit us to cover all such points with advertising of a specific character.

"Heretofore the company has expended its newspaper appropriation primarily to advertise electric products used in the home. The new plans, however, in addition to appliance advertising include advertising of street lighting equipment, industrial motors, transportation apparatus for street railways, and railroads, industrial and commercial motors, radio apparatus, farm lighting equipment, electric meters and other measuring devices, and institutional advertising concerned with public relations of utilities, generating stations, factories and personnel.

"The Westinghouse Company began advertising to the general public in 1886 and is one of the pioneer manufacturers to adopt and maintain advertising of this nature."

The Advertiser will describe the new policy as follows:

For about ten years now the advertising policy of the company has been to use the popular and general magazines such as *Saturday Evening Post, Literary Digest, Ladies' Home Journal, Nation's Business, Forbes*, etc. to create a sound background of Westinghouse prestige and reputation. This has been augmented by a limited amount of newspaper advertising, in co-operation with our dealers, on fans, irons, ranges and appliances. Of course, trade magazines such as *Electrical World, Power, Coal Age*, etc. have been used consistently for the specific advertising of our more technical products. This policy has had a great deal of merit and has resulted in building a splendid reputation.

For the coming year it has been decided to capitalize very definitely the prestige built up through this past advertising by devoting practically all the money heretofore used in the popular and general magazines to *specific apparatus* advertising in *newspapers* exclusively.

Our advertising is now brought very definitely into every District Office. Newspapers in every important or strategic city will now be used to help sell our product directly to customers. Heretofore the salesman did not fit intimately into the general advertising picture—he merely profited by the reputation obtained by this advertising. Now he becomes perhaps the most important factor in the whole scheme.

An extensive newspaper advertising campaign, on particular apparatus, brought directly to prospects, in that medium which they all read, their daily newspapers, supported by full-page general company advertisements, two, three or four times per year in these same newspapers—that in short is the 1927-28 plan for Westinghouse popular and general advertising. "A *local* campaign, fitted to each district office's peculiar problems, yet knit together between districts so that it also becomes *national* in character" describes the scope of this plan.

All district office representatives "in" on the plan to date have waxed enthusiastic about it. They have pronounced it the biggest "more sales through advertising" scheme in the history of the electrical industry.

Not only through newspapers, trade and technical papers, or direct mail—but through the whole three, co-ordinated and working together in one grand campaign, will customers be told the Westinghouse story, week by week.

In the first place, striking newspaper ads, stratagetically timed and placed, will bring Westinghouse and Westinghouse products to the attention of customers in 400 important buying centers in the country.

In the second place, the Electrical World, *Industrial Engineer, Coal Age*, and 107 other trade, technical, or semi-technical publications will sell specific Westinghouse apparatus to executives, purchasing agents, engineers, radio fans, and similar potential buyers in every nook and corner of the land.

In the third place, the United States mail will deliver hundreds of thousands of personal messages to key men in the central station industry, the transportation field, the steel industry—altogether to thirty different classes of customers. Westinghouse dealers and jobbers will mail thousands of broadsides on resale apparatus.

THE WESTINGHOUSE PLAN IN BRIEF

IN epitome, the all-newspaper plan of the Westinghouse Electric and Manufacturing Company, and its chief advantages, are told as follows by T. J. Pace, director of sales:

"Instead of spreading a rather thin blanket of advertising over the entire country, as we have been doing in the popular magazines, supplemented by relatively little newspaper advertising, the new plan provides for the abandoning, except for certain collegiate publications, of advertising in popular magazines, and the use instead of a number of the more prominent newspapers.

"For advertising purposes, whether of an institutional or a product character, the newspapers possess certain inherent advantages.

"FLEXIBILITY—as regards space requirements, repetition, variable and seasonal demand.

"EXPEDIENCY—as regards the day by day events of local or national interest, and

"ADAPTABILITY—with respect to promptness combined with effectiveness.

"When properly used, these features should themselves loudly proclaim the advantages of the new plan and give our field forces a background of advertising support that has never been equaled in the electrical industry."

FILIBUSTER DIMS CHANCES OF POSTAL BILL CUTTING RATES TO 1921 SCHEDULE

House and Senate Conferees Agree and White House Will Sign Bill, It Is Believed, If It Survives Last-Minute Jam

By J. BART CAMPBELL

Washington Correspondent of EDITOR & PUBLISHER

WASHINGTON, D. C., March 3.—The usual last-minute jam of legislation, complicated by the Reed-La Follette filibuster in the Senate will probably bring to nothing efforts of newspaper publishers to obtain relief in second-class postal rates. Early this week the bill, carrying the 1920 schedule desired by the publishers, emerged from the conference committee with the old 1921 rate schedule substituted for the 1920 charges.

This, if enacted, would provide a reduction from the existing rates and it was put forward as the utmost that the Administration would accept in the way of a reduction.

While the White House is not committed to any phase of the postal legislation, it is believed by the newspaper advocates here that President Coolidge will sign the bill if it is enacted before noon Friday—noon being whatever hour Congress finds it possible to set for adjournment.

This view is set forth by the postal committee of the American Newspaper Publishers' Association, of which J. D. Barnum, *Syracuse Post-Standard*, is chairman. In a statement issued to members, March 2, the committee said:

"Your committee has made every effort to secure a reduction to the schedule of rates which was put into effect July 1, 1919, and called for a spread for advertising matter from 1½ cents in the first and second zones to 5½ cents in the 8th zone. These rates, your committee believes, would produce more revenue and profit for the Post Office Department than the higher rates which have been recommended by the conferees.

"It is the consensus of opinion around the Capitol that if the bill does pass it will be signed by the President, but, as a filibuster is being conducted in the Senate by Senators Reed of Pennsylvania and La Follette of Wisconsin, there is no certainty that the bill will be passed."

A schedule of the rates on advertising matter follows:

Zone	Desired 1920 Rates	Present Rates	Proposed Rates	Reduction
1	.01½	.02	.01¾	.00¼
2	.01½	.02	.01¾	.00¼
3	.02	.03	.02½	.00½
4	.03	.06	.04	.02
5	.03½	.06	.04¾	.01¼
6	.04	.06	.05½	.00½
7	.05	.09	.07	.02
8	.05½	.09	.07¾	.01¼

The 1921 rates were agreed upon by the conference committee for second class late Tuesday at the third meeting of the conferees since the bill was sent to them. The 1921 scale is about midway between the present rates and the 1920 rates which had the unanimous support of all second class users, and provides:

For first and second zones, 1¾ cents per pound; third zone, 2½ cents; fourth zone, 4 cents; fifth zone, 4¾ cents; sixth zone, 5½ cents; seventh zone, 7 cents; eighth zone, 7¾ cents.

Senator McKellar, of Tennessee, declined to sign the conference report, although his House Democratic colleagues, Representatives Bell, of Georgia, and Rouse, of Kentucky, approved the report. Senator McKellar would not agree to any less reduction than the 1920 rates which he sponsored in the Senate bill.

It is conceded here that the 1921 rates were the lowest that the Administration would approve. Postmaster General New and his assistant, Joseph Stewart, had frequent interviews with the members of the conference committee, and, according to reliable information, the Department declined to go further than the 1921 rates when it was found that some kind of reduction would be given parcel post users in the fourth class.

The Department contends the reductions in the conference report cause a net decrease in revenue of $7,475,000, and claims that the reduction from the present rates on second class would cause a net decrease of $4,150,000.

The following table shows the expected increases and decreases in revenue expected under the new bill:

Recapitulation

	Net increase in revenue	Net decrease in revenue
Post cards—reduction in rate from 2 cents to 1 cent each	.....	$1,200,000
Private reply cards—collect on delivery	$4,000,000	.....
Deficiency in postage—penalty for	75,000	.....
Second class—1921 rates	.....	4,150,000
Second class—transient matter	.....	100,000
Third class—reduction to 1¼ cents for each 2 ounces or fraction thereof	.....	2,500,000
Fourth class—reduction of service charge from 2 cents to 1 cent on each parcel in the 4th, 5th, 6th, 7th, and 8th zones	.....	3,800,000
Special handling—exclusively	.....	600,000
Special delivery with special handling	800,000	.....
	$4,875,000	$12,350,000
		4,875,000
		$7,475,000

COL. KNOX HEARST ADVISER

Publisher, Manchester (N. H.) Union-Leader Named N. E. Regional Director

Although continuing as publisher of the *Manchester* (N. H.) *Union and Leader*, Col. Frank Knox, a member of the United States Board of Indian Commissioners since 1911, became on Tuesday the New England regional director for the Hearst newspapers.

Col. Knox, a native of Boston, has been long active in newspaper work in New England. He received his newspaper training on the *Grand Rapids* (Mich.) *Herald* and the *Sault Ste. Marie* (Mich.) *News* and entered the newspaper field in Manchester in 1912. He is a member of the American Society of Newspaper Editors and an active worker in the New England Council. The William R. Hearst organization papers in New England are the *Boston* (Mass.) *American* evening and *Boston Advertiser*, morning and Sunday.

The position of regional director is principally advisory it was stated at New York headquarters of the Hearst newspapers.

ADAMS STILL FIGHTING

Vincennes, Ind., Editor Demands Action by Representatives

Corruption in Indiana politics was again attacked by Thomas H. Adams, editor of the *Vincennes* (Ind.) *Commercial* in a front page editorial in the Commercial Feb. 26, in which he demanded action by the house of representatives on a petition to impeach Judge James Collins, Marion county superior court. Following appearance of the editorial Attorney General Arthur L. Gilliom of Indiana demanded complete and ample retraction of an alleged "false and defamatory reference to him in the editorial."

Corruption charges made by Adams last fall caused an 11 weeks' grand jury investigation.

CLEVELAND TIMES QUITS

Circulation and Goodwill Taken Over by Plain Dealer

CLEVELAND, O., March 3.—The *Cleveland Times* suspended publication March 3. Samuel Scovill, president of the Commercial Publishing Company, in a "personal word," explained why the Times quit, after its struggle to establish a second morning daily in the city.

Earle E. Martin, editor and publisher who took over the task eight months ago, resigning as editor of the *Cleveland Press* to accept the undertaking, made no public statement of his intentions.

Mr. Scovill's statement to the public was supplemented by another, saying:

"The good will and circulation lists of the Times have been taken over by the *Cleveland Plain Dealer*. The plant and physical assets of the Times will be disposed of by the Times as opportunity offers. The Plain Dealer will undertake to continue the service of a morning newspaper to all of the Times patrons who desire it."

The Plain Dealer carried both of Mr. Scovill's signed statements on its front page, making no further comment on the transaction.

The first issue of the Times was published March 2, 1922, with O. K. Shimansky as president and editor-in-chief, and Mr. Scovill as treasurer.

LEAVING DAILY FIELD FOR SUMMER SEASON

Miami Tribune Will Resume Daily Publication Next Winter—Tom Arnold Will Edit Weekly Edition

(*By telegraph to* EDITOR & PUBLISHER)

MIAMI, Fla., March 1.—In its issue of Monday, Feb. 28, the *Miami Tribune* announced discontinuance of its daily edition during the summer season and that instead it would concentrate on "a big weekly newspaper."

The Miami Tribune was launched four years ago, March 11, by Frank P. Fildes, the present publisher. It first appeared at Miami Beach, but shortly afterward moved over into Miami proper where it since has been published, installing modern presses and other modern equipment.

Several months ago it went from an eight columns 12 em to tabloid size. Mr. Fildes recently sold his *Palm Beach Times* property at a reputed sum of $350,000. Discontinuance of the daily edition leaves the Miami daily field to the *Miami Morning Herald*, Frank B. Shutts, publisher, and the *Miami Daily News*, James M. Cox, publisher.

Tom Arnold, who has been managing editor of the Daily Tribune, will continue as editor-in-chief of the weekly edition. He will have two or three assistants but other members of the staff are finding new places.

FLORIDA MERGER

Daytona Beach News and Journal Combined—Fitzgerald Publisher

The *Daytona Beach* (Fla.) *Morning Journal* and the *Daytona Beach Evening News* have been merged into a single daily edition and are now being printed under the name of the *Daytona Beach News-Journal* with an afternoon and Sunday edition.

The Journal Printing Company and the Gazette News Company were consolidated Dec. 1, the new organization being known as the News Journal Company. Both the morning and evening editions were published until Feb 12, when the single edition plan was announced.

Eugene C. Pulliam is editor, Raymond A. Thomas, general manager, and William D. Murray, managing editor.

T. E. Fitzgerald, former owner of the Daytona Beach News, is publisher of the News-Journal but is not actively connected with the management under the new organization.

OLD LOUISVILLE DAI LEAVES A. M. FIEL

Herald-Post Will Continue as Eve and Sunday Paper with Bull-D Predate—Was 58 Years of Age

LOUISVILLE, Ky., March 3.—For first time since December, 1869, L ville is to be served by one mo newspaper—the *Courier-Journal*. nouncement was made by the *Lou Herald-Post* today that it will conf efforts to the afternoon and Sunday and continue the publication of its dated bull dog street and mail ed Immediate betterments of both the noon and Sunday issues are contemp Herald-Post officials said.

James B. Brown, Louisville banke capitalist, purchased the morning e of the Herald-Post, then the *Lou Herald*, from John C. Shaffer of Ch in January, 1924. The reported sideration was $750,000 for the dail Sunday edition.

The morning edition of the H Post had its inception with the orga tion of the *Louisville Daily Comm* a Republican newspaper, in 1869. A its founders was John M. Harlan, later became a member of the U States Supreme Court. Colonel Kelly was its first editor. The pape sold at a receivership sale in 187 purchased by Gen. Eli H. Murray. Kelly remained as editor and contin that capacity under the later owners Bidderman DuPont, father of Sena Coleman DuPont of Delaware.

The paper next passed to Geor Newman and the name was chang the Louisville Herald. Young Allis came editor and served the paper 1905.

In 1911 the property was taken o Mr. Shaffer, who assumed all oblig and paid $20,000 cash consideratio January, 1924, the property was chased by Mr. Brown and the foll month consolidated with the *Lou Evening Post*. The papers were porated with a capital of $1,400,000

Late in 1925 the morning pape changed to tabloid size, which was doned after seven months' try-ou the morning edition of the Herald again appeared as a standard size

Priority, it was said, would det the status of employes in all depart in the reorganization now under w

20 STUDENTS GRADUATE

Walker, Gannett, Ridder Speak Empire School Commenceme

Twenty students, 19 young me one young woman, were graduate the Empire State School of Pr Ithaca, N. Y., at the ninth semi-commencement Feb. 25. It was a second commencement of the new of Engraving, operated in conj with the printing school.

The principal address was delive Fred A. Walker, chairman of the tive board of the *New York Si* president of the Publishers Asso of New York City. Ross W. K director of the school, awarded the cates of graduation. John W. chairman of the committee of ed of the New York State Publishers ciation and general manager of the *Journal News* presided.

WINGER NAMED PRESIDE

Succeeds Late Gustave H. Bu Alco-Gravure, Inc., Chief

Albert E. Winger has been president of Alco-Gravure, Inc., Board of Directors to fill the v created by the death of Gusta Buek. Raymond P. Gilleaudeau elected a vice-president.

HOUSE VOTES TO IMPEACH JUDGE DEARTH

ıdiana Legislators Take Speedy Action Against Editor Dale's Foe Following Arrests of Newsboys—Dale Arrested in Ohio and Held for Extradition

By RICHARD P. OVERMYER

(*By telegraph to* EDITOR & PUBLISHER)

DIANAPOLIS, Ind., March 2—The ndiana House of Representatives y passed a resolution to impeach ge Clarence W. Dearth of the Dela- e circuit court by a vote of 93 to 1 alleged misuse of his judicial author- in connection with the feud that has ted between Judge Dearth and George Dale, editor of the *Munice Post-Demo-*

he action came after a number of erences during the day by the Judici- A committee, which has had under ideration since last Friday the peti- of Muncie citizens, presented by resentative John W. Scott of Gary, the jurist be impeached.

n open hearing on the extradition of , arrested at Ft. Recovery, O., Tues- on a charge of criminal libel on a rant from the Delaware circuit court, be asked of governor Vic Donahey hio, Thomas V. Miller, Dale's attor- has said. Requisition papers for 's return were to be asked of Gover- Ed. Jackson of Indiana by Sheriff ry McAuley of Delaware county, these papers will be taken to Colum- O., for Gov. Donahey's approval. ale was released today after giving l last night of $1,000. He returned t. Recovery, nine miles from the na Line, where he has established es and directs publication of his paper luncie.

mediately on adoption of the report ard of six managers was named by House to prepare the articles of achment to be filed with the state te, Thursday.

presenting the resolution for im- hment, Representative J. Glenn ris, Chairman of Judiciary A com- e, reversed his previous decision that House had no authority to impeach dge or a prosecutor. Harris had ld Arthur L. Gilliom, attorney gen- for an opinion on the subject. The ney general held that the constitu- did not give the House such author- s it specifically provides for removal dges only by the supreme court.

harges against Judge Dearth grew of his action in causing the arrest, 19, of boys selling Dale's newspaper having them brought into circuit t and their papers confiscated. The e declared the newspaper contained rticle of a libelous nature about him John Hampton, mayor of Muncie. ious to that day Judge Dearth had Dale for contempt and had filed ges of criminal libel. Dale was in hington, D. C., at the time of the of libel charges by Judge Dearth.

spite the attorney general's opinion, the House had no authority to bring les of impeachment against a circuit judge under the present constitu- the committee after a series of meet- brought out a unanimous report passage of a resolution impeaching e Dearth. The committee's action aken under the Acts of 1897 regard- mpeachment, this act has never been for impeachment proceedings and, quently, has never been passed upon he state supreme court.

der the resolution six legislators, esentatives Harris, William H. ison of Indianapolis, Lawrence E. on of Huntington, Republicans, and L. McKesson of Plymouth, David yers of Vincennes and Milton J. asser of Laporte, Democrats, were d as managers for the prosecution e impeachment charges. All are rs. Representative Sallwasser is nly one of the six not a member diciary A committee.

ge Dearth will continue to preside the Delaware circuit court until of his impeachment is served.

will resume court tomorrow morn- Judge Dearth said this evening. her than that I will say nothing at ime."

Wilbur Ryman and Van L. Ogle, attorneys representing Dearth said they would have a statement in behalf of their client later on. In the meantime, they said they expect to have a conference with Judge Dearth.

It became known this evening that Judge Dearth appeared before a meeting of representative members of the Muncie Bar Association this afternoon. Details of the meeting, however, were not forthcoming. The meeting was understood to have been called for the purpose of inquiring into certain testimony that was offered at the hearing conducted by the Judiciary A committee of the House last Monday night.

Although the general public would not be surprised on receipt of any news concerning the Dearth case which was inspired by the controversy between the judge and George R. Dale, word that the legislature had voted against the jurist almost unanimously was the occasion of great surprise.

The Indiana Press Probe Committee through Chairman Thomas H. Adams, publisher of the *Vincennes Commercial*, issued the following statement:

"For months the Press Probe Committee has battled for truth and clean government. Last June Chairman Adams of the Probe Commitee exposed the Dale case at Muncie, in which Mr. Dale was persecuted because he dared to expose a corrupt judiciary. Mr. Adams in the Probe Committee's demand for clean government, exposed the invariable influence that seemed to try to dominate some of the judiciary in Indiana.

"The Press Probe Committee created a furore last fall when Stephenson's letters were printed and a constant demand since on official life has been made to clarify the atmosphere in Hamilton, Delaware, Vanderburg, Marion counties, and the legislature, when it assembled, was strongly urged to order a sweeping investigation from beginning to end. This body was cold and unresponsive and mute, and would not heed the demand to commandeer the evidence that has accumulated before the grand jury of Marion county. An investigation was demanded of Judge Clarence Dearth's court at Muncie. The final break came when Judge Dearth arrested thirty-eight newsboys and practically confiscated George Dale's papers. The people of Munice arose in their wrath and petitioned the legislature to impeach Judge Dearth. The hearing was held by Judiciary A committee, the court which recommended impeachment, and when put to a vote, the House voted 93 to 1.

"This action is the first real forceful, manly movement for the people that has been made. There are many other serious offenses in Indiana government just as bad as this."

Suit for $1,000 damages was filed Saturday against Ira Pittenger, a Munice patrolman and cousin of Representative Lemuel A. Pittenger, Republican floor leader of the Indiana House, by John Ranes Schweitzer, 15 years old, a newsboy, who alleges that the policeman slapped him after taking him into custory when Judge Dearth ordered all persons selling Dale's newspaper brought into court.

Both of Judge Dearth's attorneys were outspoken in their denunciations of the alleged characters of persons who signed the petitions that demand the impeachment of Judge Dearth.

Dale's paper, last Saturday was filled with letters, the signers including members of the Muncie Ministerial Association. They pleaded for more civic boosters and fewer agitators, after pointing out how the city's good name has suffered principally through misinformation. Dale's leading editorial pleaded his cause, after attacking Judge Dearth and the Muncie police department for suppressing his newspaper, and it ends with a plea to "those merchants who have not advertised in this paper." Other editorials were reprints of editorial opinions expressed by state papers.

Citizens of Muncie, aroused at Dearth's act in detaining the newsboys, have arranged bonds in unlimited amounts for Dale on his return.

The change in sentiment is recorded in the fact that whereas in the past Dale has been left to his own devices and has received no support of money from local citizens in his various fights, voluntary offers in unlimited amounts have now been made.

That fact is interpreted as evidence that Muncie has entered into a fight for free speech and intends to test the power of a judge to suppress any newspaper by forcible use of power and edicts to policemen.

The parents of the thirty-eight newsboys whose papers were confiscated and who were listed with the sheriff with all the semblance of being held as criminals, although no formal charge of any sort was made against them, are planning to enter the matter.

Selection of jury panels from the telephone directory instead of the legally prescribed jury box and having as high as twelve women with many of them members of the Women's Christian Temperance Union on the jury to try liquor cases were some of the practices in the court of Judge Dearth cited Monday night by public officials and attorneys of Muncie testifying before the House Judiciary A committee on the petition for impeachment.

In addition it was charged that Jake Cavanaugh, one of the jury commissioners, was not a property holder at the time of his appointment but soon after was deeded a cheap piece of property by Judge Dearth. Another instance cited was that on one occasion the judge called the sheriff to the bench and told him to summon two men he named for jury service. That only friends of the judge or persons favorable to the reigning faction of Republicans in Delaware county were called for jury service was another charge.

CARTOONISTS HONOR BENJAMIN FRANKLIN IN WREATH LAYING CEREMONY



Cartoonists of America, newly formed organization, paid tribute to Benjamin Franklin, Wednesday, when representatives of the group laid a wreath at the foot of his statue on Park Row, New York. The event preceded the dinner to be held March 18 at the Hotel Astor, honoring three deans of their craft, Charles Dana Gibson, W. A. Rogers, and Frederick Burr Opper. Photo shows group at foot of Franklin's statue after wreath laying. Left to right, they are: Eugene Bisbee, Harry Hershfield, Milt Gross, Edwin Marcus, Quinn Hall, Tom Powers, Herbert Johnson, who laid wreath; Nell Brinkley, Fay King, Maurice Ketten, Rube Goldberg, Windsor McCay, Robert McCay and John C. Oswald, of the Benjamin Franklin Society, who spoke.

MARC ROSE NEW EXECUTIVE MANAGER OF INTERNATIONAL NEWS SERVICE

I. N. S. Executive Personnel Remains Unchanged but Duties Are Redistributed—Rose Former Managing Editor N. Y. Evening Sun and Buffalo News

MARC A. ROSE, former managing editor of the *Buffalo Evening News* who resigned last week, has been named executive manager of International News Service, M. Koenigsberg, president and general manager of the service announced this week.

Except for the addition of Mr. Rose the executive personnel of the New York office remains unchanged with a redistribution of duties. The executives are:



Marc A. Rose

M. Koenigsberg, president and general manager; Marc A. Rose, executive manager; George G. Shor, business manager; Barry Faris, news manager; W. B. Goode, traffic manager.

The appointment of Mr. Rose and the specializing of executive work was necessitated by the increasing expansion of International News, Mr. Koenigsberg stated.

"Less than six months ago we created three new executive positions as an aid to the general management," he said. "We divided the domestic service into three major zones, each zone under the direction of a regional director.

"The regional directors and their fields are: Capt. Frank E. Mason, director of the Eastern Division, New York; Hector H. Elwell, director, Central Division, Chicago; and William Parker, director, Western Division, Los Angeles.

"Mr. Rose is one of the best-known newspaper executives in the country. His thorough editorial and executive ability was developed during the regime of the late E. P. Mitchell, the *New York Sun's* famous editor. Mr. Rose filled in succession a number of executive positions and also wrote editorials for Mr. Mitchell's famous page. Eventually he was appointed managing editor of the *Evening Sun*, a post he filled for about a year, after the resignation of George Smith. He became managing editor for the Buffalo Evening News, E. H. Butler, publisher, in June, 1920.

"Mr. Rose has the news sense to a degree which invariably excites the admiration of every man who works with him. In the phrase of our craft, he can 'see tomorrow's paper' with a clarity which unceasingly claims the admiration of his fellow craftsmen. He has a special flair for seeing and getting all angles of the story.

"I am confident that in the appointment of Mr. Rose as executive manager of the news service, our clients will have as their representative in the news marts of the world a man tried and proven in the ethics and practice of his profession."

Marc Rose got his first newspaper job at the age of twelve. The job was to deliver the *Chicago Daily News* to the homes of about 100 residents of Waukegan, Ill. He was born in that town, April 3, 1888.

At the age of 13, he was writing high school notes for the local daily and spending all his spare time around its office. He corresponded for Chicago papers and his chance came, when, at the age of fifteen, the *Chicago Tribune* carried a page one full column report of his story on a sensational sermon of Dowie, the bewhiskered old prophet of Zion.

After two years on the home town papers and two years on the *Joliet* (Ill.) *Herald* where for a time he was city editor, Mr. Rose became financial editor of the *Atlanta Georgian* by way of the *Memphis News-Scimitar* and the *New Orleans Times-Democrat*.

In January, 1915, Mr. Rose became make-up man on the Sunday staff of the *New York Press*. When Mr. Munsey merged the New York Sun and the Press and later the Sun and the Herald, Rose went to the Sun and worked through various desk jobs to night city editor and "swing man."

He acted as managing editor for about a year after the resignation of George Smith, and he resigned to go to Buffalo.

"I break the relation with the Buffalo News with sincere regret, and only because a wider opportunity offers," Mr. Rose stated.

Mr. Rose has been an occasional writer of fiction and of magazine articles. He has been an instructor in the University of Buffalo for the past four years. He is a member of the Buffalo Club and many other clubs and civic organizations.

He has been active in the American Society of Newspaper Editors since its organization, and for the past year has been chairman of the membership committee.

ASSOCIATES HONOR ROSE

A. H. Kirchhofer succeeded Marc A. Rose as managing editor of the *Buffalo Evening News* at the beginning of this week. Members of the News staff gave a farewell dinner to Mr. Rose in the Elks club of Buffalo, with 100 in attendance. Mr. Rose was given a traveling bag. Later E. H. Butler entertained department heads of the News at a similar event in his home.

EUGENE (ORE.) GUARD SOLD

Keltys Sell Evening Daily to Alton F. Baker—Price Not Disclosed

(*By telegraph to* Editor & Publisher)

EUGENE, Ore., March 3.—Alton F. Baker, of Cleveland, son of Elbert H. Baker, publisher of the *Cleveland Plain Dealer*, has bought the *Eugene* (Ore.) *Guard*, an evening paper, from Paul R. Kelty and his son, Eugene Kelty. The Kelty bought the Guard in July, 1924.

The new owner of the Guard, who is a brother of Frank S. Baker, publisher of the *Tacoma* (Wash.) *News Tribune*, has taken possession of the property. Paul R. Kelty has been invited to remain permanently as its editor, but has not announced his plans further than that he and his son will remain with the paper temporarily. Price was not disclosed.

HOLDS "SCHOOL" FOR STAFF

The *Fort Dodge* (Ia.) *Messenger*, with the co-operation of the Webster county farm bureau recently held a one-day "school" for its rural correspondents. More than 40 attended. Prof. H. J. Metcalf, who conducts a news writing course for the extension department of Iowa State College, was the chief speaker.

EDITOR & PUBLISHER CALENDAR

March 10-11—Texas Women's Press Assn., annual meeting, Dallas, Tex.
March 11-12—Interscholastic Press Assn., third annual meeting, Columbia University, New York.
March 11-12—Ozark Press Assn., meeting, Joplin, Mo.
March 11—New York Newspaper Women's Club, annual ball, Ritz Carlton Hotel, New York.
March 11-12—Advertising Club Presidents, conference, Detroit, Mich.
March 14-19—Associated Press, executive committee meeting, New York.
March 14-19—Farm Markets Week.
March 15—League of Advertising Women, annual dinner and ball, Hotel Astor, New York.
March 18—Cartoonists of America, dinner, Hotel Astor, New York.
March 23-24—International Advertising Assn., Sixth District annual convention, Milwaukee, Wis.

TO ARRANGE DETAILS OF DENVER MEET

Conference of Club Presidents Will Discuss Program at Detroit Meet March 11-12 — Woodbridge, Gibbs, Hodges Speakers

Plans for the Denver convention of the International Advertising Association will be discussed at the semi-annual conference of club presidents and district chairman to be held at Detroit, Mich., March 11 and 12.

E. D. Gibbs, chairman of the general program committee, will speak on "What the Convention Program Will Accomplish for Advertising"; Ralph H. Faxon, president of the Advertising Club of Denver on "How Denver Will Entertain the Convention"; and Gilbert T. Hodges, of the *New York Sun* and general chairman of the On-to-Denver Committee, on "How We Are Promoting Attendance for the Denver Convention."

Charles W. Brooke, president of the Adcraft Club of Detroit and president of the board of club presidents, will preside at the sessions.

C. K. Woodbridge, I. A. A. president will be a speaker. Others on the program will include: W. Frank McClure, chairman of the advertising commission; Lee H. Bristol, president, Window Display Advertising Association; Frederick M. Feiker, managing director, Associated Business Papers, Inc., New York; and Mrs. Minna Hall Carothers, president of the Federation of Women's Advertising Clubs.

BUYS EVANSTON PAPER

A. D. Albert of Jacksonville, Fla., New Owner of News-Index

Allen D. Albert, president of the Jacksonville, Fla., Gas Company, has announced the purchase of the Bowman Publishing Company, publishers of the *Evanston* (Ill.) *News-Index*, daily afternoon newspaper of which he becomes editor and publisher.

Joseph C. Northrup, for more than 20 years on Chicago and Pacific Coast newspapers, has been made news editor.

SOUTHERN EDITOR ATTACKED

H. M. Flanders, editor of the *Soperton* (Ga.) *News*, was attacked the night of Feb. 25 by three men while on his way from Swainsboro to Soperton and beaten into insensibility because of an editorial in his paper attacking bootleggers. He is under the care of physicians who say he will recover. The men wore small white sacks over their heads, Mr. Flanders reported.

BUSINESS OFFICE SH IN SOUTHERN GRO

Hamilton, Henderson and Ba Take New Posts with Scrip Howard Dailies—Burdett Joins Houston Press

Several changes in the business personnel of the Southwestern gro Scripps-Howard Newspapers wer nounced this week by Ward C. Mayborn, general business manager of the group.



Peter Hamil

Peter Hamilton, business manager of the *Fort Worth* (Tex.) *Press*, has been appointed business manager of the *Oklahoma City* (Okla.) *News*, succeeding Leslie L. Rood, resigned. Succeeding Hamilton as business ma in Fort Worth is Ralph Henderso vertising manager of the *Houston* Jeff Ba Henderson' sistant, has promoted t vertising ger of the ton daily.



Ralph Henderson

A. S. Bu formerly wi *Wilmington* C.) *Mor Star*, has added to Houston P staff as loc eign manag Mr. Ha first became ciated with the Fort Worth Press i as advertising manager, after holdi same position on the Houston Pres was promoted to business manager during the same year.



Jeff Barnett

Henderson has been with the Scripps - Howard concern for about two and a half years, and succeeded A. G. Normet.

He started his newspaper career on the *Joplin* (Mo.) *News-Herald* and came to Houston from the *Wichita* (Kan.) *Beacon*.

Henderson is to become a stockh in the Fort Worth Press, of which rison E. Toomer is editor.

Barnette is an experienced adver man, who has worked with the *Ho Chronicle* and with the Southern I prises, Inc.

TO DISCUSS A. N. P. A. PROG

A tentative program for the convention of the American News Publishers Association will be cons at the next meeting of the boa directors scheduled to be held in York March 14. The convention w held at the Waldorf-Astoria Hotel 26-27. The annual golf tournamen probably be held at the Westch Biltmore Country Club, Rye, N.

LUNCHEON FOR WOODBRID

A luncheon will be held March the Advertising Club of New Yo C. K. Woodbridge, president of th ternational Advertising Association was last week appointed an officer Electric Refrigerating Corporation troit, and is leaving New York to assume his new duties. H formerly president of the Dicta Sales Corporation.

N. Y. NEWS BREAKS RECORDS AT NEW PLANT

Issues 72-Page Edition from $2,250,000 Printing Establishment in Brooklyn on March 4—Lay-out of Building and Mechanical Equipment Described

By PHILIP SCHUYLER

A NEW high record was hung up this week for "compact journalism" as sponsored in New York by Capt. J. M. Patterson and Col. R. R. McCormick, when the *New York Daily News* issued a 72-page regular edition from its new $2,250,000 Brooklyn plant on Friday, March 4.

This record edition, the largest tabloid of journalistic history, was made up of a 56-page regular section and a 16-page Brooklyn section. The Brooklyn plant published 400,000 copies of the total circulation of the Daily News, which long since has passed the million mark. The previous high in page size of the Daily News was 56 pages issued Feb. 25.

For some time the Daily News has been issuing a special Brooklyn section on Sundays, but from now on this feature will be published thrice a week Wednesdays, Fridays and Sundays.

The Brooklyn plant which made this latest expansion of the tabloid possible was opened Feb. 22. Located at 716 Pacific street, it now stands six stories high with basement, but is so designed that three more stories may be added when required. The building measures 223 by 110 feet and has a gross floor area of 166,872 square feet. It was constructed to handle the Brooklyn and Long Island circulation of the New York picture paper and is part of a "decentralization plan" which provides for the eventual erection of similar printing establishments in other districts of the metropolitan area. The main office with editorial and composing rooms will continue to be located in downtown Manhattan.

Printing of the 72-page paper was started at 9:04 Thursday evening. All composing room work was done at the Manhattan plant and mats were transferred by special automobile messenger service. The distance separating the two offices is approximately three miles, and the average running time with the mats is 10 minutes. The procedure is part of the regular operating system.

On Wednesday of this week, the writer inspected the Brooklyn plant, with John Low, mechanical superintendent, and A. M. McVeigh, assistant business manager, as guides. These two men with J. W. Barnhart, business manager, collaborated with Lockwood Greene & Co., architects of the *New York Herald Tribune* plant, in the design and arrangement of the building.

Mr. Gow was asked what feature of the building was particularly significant. "The entire plant," he unhesitatingly replied. "There is no one feature that stands out above others. I have seen many plants in my experience and there is no other to my knowledge that is so complete as a manufacturing establishment."

Its location emphasizes the factory purpose of the building. Easy inflow and outflow of raw materials and finished products are insured, since the building stands close to the main arteries of Brooklyn and Long Island traffic. Directly opposite the main entrance run the Long Island railroad tracks and within a minute's run are main highways to all parts of Brooklyn.

To inspect the building it is best to begin at the roof and work downwards; the gravity system has been adopted as most effective for speeding newspaper production.

On the roof, one sees the mechanism operating what is claimed to be the biggest paper roll conveyer in any American newspaper building. Built by the Link Belt Company of Philadelphia, the conveyor hoists paper rolls by the endless chain method from an unloading platform at street level to the various storage floors or directly to the pressroom. The swinging cradles of the conveyor are so spaced that they carry three rolls upwards every minute or 180 an hour. Paper can be loaded or unloaded from every floor.

The sixth floor is given over entirely to paper storage. Part of the fifth, fourth and basement floor space is used for the same purpose, affording the plant a total capacity of 5,500 tons of newsprint, providing reserve supplies for both Brooklyn and Manhattan establishments.

A small editorial office takes some space from paper storage on the fifth floor. It is used exclusively by the editorial men who make up the Brooklyn section. On the same floor there will eventually be a photographic studio, an art studio to be used by two Daily News cartoonists, and a testing laboratory for analyzing paper and experimenting with ink.

From an enclosed section of the same floor the visitor can look down through iron grilled hatches into the stereotyping foundry on the fourth floor. The hatches are part of a splendid ventilating system designed for the foundry.

This ventilating system is particularly complete. Two flues on each Double Junior Autoplate machine take the metal fumes from the pots, while a third flue is connected with each gas-fired furnace. Air brought in from outside the building is distributed by ducts in the side walls of the foundry. The heated air and fumes rise through the hatches to the fifth floor to be expelled by large fans.

The stereotyping foundry is laid out for an ultimate installation of five double Junior Autoplates with auto shavers. Two of these outfits are in operation at the present time.

A plate conveyer system manufactured by the Alvey Company, St. Louis, brings the curved printing plates from the stereotyping foundry to the pressroom and returns them after use as dead metal to the foundry. It carries the plates at a speed of 250 feet a minute, which Mr. Gow declared was not too fast for convenience of the pressmen who lift them off as they pass by the presses on the third floor.

One feature of the stereotyping foundry, originated by Mr. Gow, is the fact that half the flooring is steel plating set into the concrete.

"The printing plates break up the concrete when they are dropped," Mr. Gow said, "and we believe steel flooring will save us a lot of money."

The view of the pressroom from the control gallery is inspiring. Already installed are thirty units of Goss presses, arranged in two rows. The foundation is already prepared for the addition of fifteen more units, and a total of 24 units can be added without any building extension. The maximum pressroom equipment planned for consists of three rows of 25 units each.

The power and control equipment of the presses represent the most modern developments in electrical apparatus of this type. Both Cline and General Electric controls are in operation. Although only 10 press drives are now actually installed, the conduits are laid and the control equipment designed for 24 drives. Each circuit for pressroom equipment is encased in a separate galvanized iron conduit and the wiring of the motors is such that each drive has an independent power supply.

The drives, roll stands and tension devices are under complete push-button control. For controlling the drives, three stations are provided in desirable locations on each press unit. In addition, on each folder is a master control station. This master control alone permits starting of the press. The other control stations on the presses only provide for decreasing speed and stopping. They also operate a safety stop. Lights, red and white, indicate when any safety button is in, and when the press is free to start. This arrangement assures flexible control and provides maximum safety to workers.

Selector switches throwing the controls on the units to the motor that drives them are mounted in different combinations on marble panels on the control gallery. Here also are the controller switchboards and the banks of resistance coils used for starting and controlling the speed of the drive motors.

To carry out this elaborate system, it was necessary, Mr. Gow explained, to lay in the cement fill on the second floor over 12 miles of conduit pipes, varying in size from three-quarters of an inch to three inches.

On the reelroom floor, the second, an industrial track system receives the rolls of newsprint paper from the vertical conveyor and transfers them on trucks to the paper roll stands under the presses.

Chain bucket conveyors carry the printed papers from the presses in stacks of 350 and 400 down two floors to the mailing room on the street level. Five of these paper drops constitute the present equipment, with provision for one more to be added later. These drops deliver six loads a minute.

In the mailing room the stacks are taken from the conveyors to movable tables, on which they are counted and arranged for delivery to the trucks. The truck stand, which is recessed into the building can accommodate 10 cars at one loading.

A boiler room, an electrical sub-station, a deep-well pump room, ink and oil tanks, a record storage vault, and additional space for paper storage are in the basement. The capacity of the ink tanks is 65,000 pounds, sufficient to print 20,000,000 24-page papers. Additional space and pipping is provided to a 25,000-pound tank. With this tank installed an ink supply sufficient to print 7,500,000 24-page tabloids will be available. The tanks are filled from street connections. A centrifugal pump system delivers the ink to the press fountains.

A staff of about 200 men are employed at the Brooklyn plant. Frank Lambert and William Barry, newly appointed assistant foremen, have charge of the new pressroom. Harry Cousens, formerly assistant foreman of the mailing room at the main building, has been transferred to Brooklyn to superintend the mailing department. Al Maag has been made assistant foreman of the stereotype department and supervises the casting of the plates.



New Brooklyn plant of *New York Daily News*

MOVIE COPY "R.-O.-P."

N. Y. Telegram Adopts Scripps-Howard Rule on Extra Display Space

The *New York Telegram* this week departed from the practice of New York City publishers and put into effect the Scripps-Howard established rule that amusement advertising appearing in addition to and outside of the amusement directory columns should pay the run-of-paper rate rather than the amusement directory rate.

This subject become controversial in New York several weeks ago when the Hanff-Metzger Agency attempted to place display advertising for the new Paramount Theatre at run-of-paper rates. The business was refused by several newspapers which held that it should pay the rate scheduled for amusements.

The agency's argument that the copy was not of directory character, but ordinary display, was accepted recently by the *New York Journal of Commerce*, following its purchase by the Ridder Brothers, but none of the other newspapers up to this week had changed their prevailing practice to obtain the Paramount business. The Telegram was purchased three weeks ago from William T. Dewart by the Scripps-Howard Newspapers.

LIBEL DECISION REVERSED

Case Against Tulsa Tribune Must Be Tried, Supreme Court Rules

The supreme court of Oklahoma recently reversed the decision of the Tulsa County district court in sustaining demurrer to a libel suit brought by Paul Tooney against the *Tulsa Tribune* and Richard Lloyd Jones, editor. The opinion announced by the higher court held that, when a word is capable of being construed as having a derogatory meaning a court should not sustain a demurrer but should let the case go to a jury to decide how readers understood the publication.

Tooney in 1920 brought suit against the newspaper asking 50,000 damages as result of an article in which he was referred to as "Red."

PRIZES FOR CHICAGO BOWLERS

The *Chicago Evening Post* will stage a bowling tournament that will give every man in the city a chance to roll his way into a big prize list, with the 165 average man having as much chance to win a prize as the bowler who averages 200. The bowlers in the Post tournament will be divided into four classes. The Post has put up four diamond medals, one for the winner in each class, and $2,000 in prize money. The Post's bowling tournament is the first one sponsored by a newspaper in Chicago.

"NEWSVERTISING" NOTED AS NEW AD TREND

Tendency of Copy to Ride Waves of Current News, Fads and Fancies Discussed in "Good Copy," Late Publication of A. N. P. A. Bureau of Advertising—"Glorified Testimonial" Popular

A NEW word was coined for the advertising man's vocabularly this year by the Bureau of Advertising of the American Newspaper Publishers Association. It is "Newsvertising," and is used as the title head for the first chapter of the Bureau's latest book, "Good Copy" prepared for the information of national advertisers and as a special demonstration for them of the "power and beauty of modern newspaper advertising."

"Newsvertising" is defined as "advertising which rides the waves of current news, fads and fancies. Its advocates believe in talking to people in language they understand and on subjects which are live topics at the moment.

"The fact that some catch phrase, some favorite bit of slang or some remembered quip is on everybody's lips, offers just as good material for 'newsvertising' as the probably more important fact that somebody's motor oil helped somebod else to fly to the North Pole.

"'Newsvertising,' the Bureau's book 'Good Copy,' continues, 'is one of the privileges of the newspaper advertiser.' With it he may put the very pulse beat of a nation into his copy and illustration. He and his newspaper reading audience both know 'what's going on.' He introduces himself on this common ground an talks about his product after his audience has recognized in him a fellow reader of the news—a fellow observer of the passing show."

There are other privileges accorded the user of newspaper space as the Bureau of Advertising succinctly shows in its newest book, a paper bound, handsomely printed volume of 52 pages. As its title "Good Copy" implies the book deals exclusively with the fine examples of copy that appeared in the newspaper medium during the past year.

In addition to the effective employment of newsvertising, the manufacturer who seeks to reach his public through the columns of the daily press may find many other privileges plainly displayed for him in "Good Copy."

He may, for example, localize his campaign, an attribute distinctly foreign to the magazine field. The national newspaper effort, the Bureau points out, can be made to "talk the language of specific localities or cities and to take on an intimate, personal atmosphere."

"A sort of glorified 'testimonial' has come into existence," the book's author explains, "and most compelling and interesting it has proven, too, with none of the acknowledged defects of the old-style personally signed document, which might or might not be completely sincere.

"The Springfield, O., advertisement will carry a message from some well-known woman in Springfield; a display in San Francisco will refer you to Mrs. K. L. G., who lives on Orange avenue."

"Good Copy" also describes in illustrated detail the manner in which the national newspaper advertiser has overcome what once were considered the "hazards" of purchasing space in the dailies.

No longer need an advertiser be the victim of a newspaper fear complex. The halftone problem has been settled. Fusion of two engraving processes, halftone and line, has also appeared to advantage in newspapers all over the country. The art of the cameraman has now found a definite niche in newspaper advertising.

The book also produces sufficient evidence to prove that there is a new spirit of co-operation abroad between newspaper publisher and advertiser to make "the newspaper page more artistic, with a measure of justice for all."

There is a growing understanding of typography. Good type faces and artistic composition, newspaper advertisers have found, often takes the place of elaborately conceived illustrations. Staid advertisers are "humanizing" their copy before introducing themselves to the newspaper public. The Bureau notes a "new freedom in copy writing," seeing trite ideas and phrases and old-style writing methods giving way to spirited action and the "literary quality."

In presenting what successful advertisers are doing in the dailies the Bureau has been thorough and practical.

A candy manufacturer "Charlestons" his appeal; the banker humanizes his copy; a tea merchant puts across the idea of heat by clever black and white illustration; and the makers of Listerine dramatize the horrible tragedy of bad breath.

The drafting of popular newspaper artists to illustrate advertising appeals is commended by the Bureau. The story of how John Held helped "Tintex" is told.

"Here is an opportunity open to every user of newspaper space!" the book declares.

"If a certain artist's work or a certain art technique seems to blossom forth into national favor—grab it! Your receptive audience is hand-picked before your campaign ever starts in newspapers."

"Local Copy" for national advertisers is also highly indorsed. To quote from the book again:

"This is a plan which cannot be too highly commended and which is being far more generally practiced today t in all the history of newspaper adve ing. It is particularly effective in case of (1) quickly introducing a and unknown product; (2) checking on sales and on what the competi field is doing; (3) winning the l dealer and jobber over to your side the fence; (4) making an intensive s drive in territory which is slow to spond or which is apparently slippi (5) making a product lastingly pop in a section which is being bombarde intensive sales methods and adverti of rival products.

"One of the most successful newsp serials ever issued in behalf of Ri Lever Brothers, has been based on localized appeal idea. There is a c paign for each locality, each city, w operations of this character are justi by market outlets. When space is use New York City, the top-most dis space is given, in each advertisemen such headlines as: 'Mrs. G. C. Shay, Lexington avenue, says:—' and then signed letter appears, likewise her l ness, halftoned from a photograph.

"But when the advertising shifts other cities, the top portion of each p of copy is sliced off, and local portr headlines and testimonials inserted. all intents and purposes, despite the that over half of the layout is stand the advertising is intensively and clusively localized."

After noting the technical impr ments in half-tone illustration, illustr clearly by the Listerine campaign, Bureau's book deals diplomatically the question of "reforming" heavy bla

Advertisers, the Bureau maintains, the winners in the anti-black cru started by the newspapers.

"The rule has proved a blessing disguise," it states, and continues:

"For example: a series of 24 pen ink illustrations was prepared for a tional advertiser, each containing s black backgrounds. The advertiser informed they could not be run in a ne paper in a certain large city, because t violated the new edict. Somewhat pee the advertiser was on the point of w drawing his contract, when a proof submitted showing the newspaper o revision. Somber black backgrounds been considerably lightened, and the graver had substituted a most art texture.

"It was agreed that the illustrat gained by this process: they had m character, more individuality, and figu

(Continued on page 32)





Pen and ink character studies run amuck on newspaper stock, where they are over-shaded, confused with too many unnecessary lines. In the right-hand plate we see the confused and shaded drawing which will never print well, regardless of the size.





Here you have, in a simple, direct way, the point illustrated of that vast difference between the complex newspaper illus tration and the one which deliberately seeks to simplify its parts and its technique.

LAX METHODS SLOWING PROGRESS OF WEEKLIES

Country Publishers Make It Difficult for National Advertisers to Use Their Papers, Agency Man Declares—Urges Retention of Cash Discount

By GEORGE O. LEONARD

Director of Media and Research, Campbell-Ewald Company

MANY small town publishers are passing up golden opportunities for obtaining profitable business because they unwittingly make it difficult for out of town advertisers to do business with them, is the message George O. Leonard, director of media and research for the Campbell-Ewald Company, Detroit advertising agency, is taking to the weekly newspapers of the country. Mr. Leonard has recently elaborated this idea before two large press association gatherings, the New York State Press Association in Syracuse, and the Iowa Press Association in Des Moines last week.

Mr. Leonard has also made a strong plea for the retention of the two per cent cash discount by all newspapers, declaring that its abolishment means confusion and expense for both the publisher and the advertiser.

"To those of us in agency work, who stand midway between advertisers and the publications, it is almost inconceivable that newspapers will ever think of turning their backs upon a policy which has accomplished so much for them in the past and is becoming even more necessary each day," he told the New York publishers. "In advertising we are not selling a commodity which can be attached or repossessed if pay for it is not forthcoming. Therefore, since service is what we sell it is vitally necessary that we have a check upon the financial condition of clients at all times. This is accomplished effectively and gracefully by your cash discount which we always pass on to the advertiser. The failure of an advertiser to avail himself of this discount for cash is at once a signal of distress and warning both to the agency and the advertiser.

"Publishers will do well very earnestly to consider whether or not they are willing to discard a system which works so effectively in gaining for them prompt payment on the national accounts which run in their publications.

"Perhaps it would prove enlightening if publishers were to compare the prompt and sure payments they enjoy on national accounts cleared through national advertising agencies, with the frequent delays and delinquencies in the payment of accounts by some local advertisers. Two per cent is very economical insurance against 'slow pay' and 'no pay'. What protection, as effective, as inexpensive, and as free from complications is offered as a substitute?"

In describing the difficulties met by agencies and advertisers in dealing with the smaller papers, Mr. Leonard said:

"There has been for the past few years, a very definite trend towards the wider use of local newspapers by national agencies and national advertisers.

"Those who plan and execute advertising campaigns are, more and more, taking advantage of the local tie-ups which round out and strengthen a national campaign. The newspaper advertising placed by our own agency, particularly with the medium sized and smaller newspapers has increased very greatly each year for the past few years. We are in hearty agreement with this trend and realizing its importance, we have taken special pains to study the problems involved in national newspaper advertising.

"The desire of any well established and progresive agency is to serve its clients faithfully and intelligently. The same rules that apply to the proper conduct of our going busing apply here. All transactions with clients must be orderly and business-like and to this end there must, of necessity, be hearty co-operation on the part of publications.

"It will at once be obvious to you that the agency will not involve itself or you in the unnecessary details. The cost of handling newspaper advertising in an agency is very high and you can be sure that every effort is made to expedite and simplify the task.

"Many of you who publish newspapers in the smaller towns probably have a feeling that national advertisers should use your publication more freely and there is an unquestioned field of opportunity here that has not been developed to anywhere near its capacity. But one of the first rules in selling is to make it easy, convenient and desirable for the customer to buy your goods and I think it can be shown that many small town papers are passing up golden opportunities for securing profitable business because they unwittingly make it difficult for out of town advertisers to do business with them.

"There are today tremendous urges from many directions for the advertiser's dollars. Magazines—hundreds of them—of all varieties, outdoor, direct-by-mail, radio, novelties, theatre programs, street cars, etc.—all have their own arguments and high pressure sales efforts. And not the least of their arguments and efforts is that they give 'service'. Practically all of them endeavor to make it easy and convenient for the advertiser to do business with them. Magazines are an excellent example. Any advertising agency can use general, women's, trade technical, farm vocational and many other magazines, with little or no difficulty, because these magazines have organized themselves to handle advertising in a business-like and orderly manner. It is perfectly obvious, therefore, that newspapers must also be alert to make it easy and profitable for the advertiser to use their particular form of advertising. In a way you are competing for the advertiser's dollars and the best thing you can do is to make it convenient for him to spend some of them with you.

"Picture, if you can, the magnitude of the task of sending out orders for a half million newspaper insertions in a single year! That is at the rate of more than 1500 in a day and each order must show the correct newspaper and its address, the correct insertion date, the right sized advertisement, and proper caption, and must order out a companion package containing the correct mat or stereo. On one account alone orders are sent out for weekly insertions to 5500 newspapers in 4800 towns—a big task in itself!

"You can begin to appreciate now why rather inflexible instructions must accompany these orders. In every case we have worked with the client to perfect the campaign and unauthorized variations from the instructions on the orders are not only annoying but they may actually tend to lower the effectiveness of the client's advertising. Every effort is made to have instructions complete and clear on the orders which go to newspapers. Often when an advertisement runs incorrectly, it is obvious that the newspapers failed to follow, or perhaps failed to note the concise instructions in the order. It is excedingly difficult and often impossible for an agency to explain to a client why a newspaper runs an advertisement contrary to instructions and you can see how such cases slow up and complicate a newspaper campaign, especially when similar cases are occuring in scores of papers at the same time. An agency's insertion orders are indirectly some clients instruction that we order space in your paper for him, he agrees to pay you the line rate you ask, and in return he, through us, specifies the dates, the sizes, and titles of the advertisments which are to run. It is just as important to your business that you deliver service to him according to instructions as it is important to your grocer to deliver to you the kind and quality of food you order. Every failure of a newspaper to carry out the letter or spirit of an order tends to make this form of advertising less desirable and trustworthy in the eyes of both client and agency.

"I want to take you with me to our accounting department. This department is composed of 74 individuals whose sole purpose is to pay publisher's bills promptly and to bill clients properly. Of these 74 people, 29 do billing work, 34 do checking and 11 have general duties.

In this department invoices are received from publications such as yours and are matched with the tear sheets to prove insertion. Invoice and tear sheets must be brought together before we can pay you or before we can bill the client and this must be done in our own offices. It is at this point in a newspaper campaign that genuine optimism, indefatigable workers and patience extraordinary are required. Despite the fact that every order and contract we issue requests proper invoices at the proper time and tear sheets to prove insertion, it is astounding how many newspapers each month fail to do a part or any of the simple, yet necessary, things asked for. This, too, in spite of the fact that our only requests are for the bare essentials normally required to complete any business transaction. The head of the Accounting Department tells us that the impression one gains after observing the laxity of many newspapers in sending invoices and tear sheets, is that these newspapers are in the enviable position of not needing their money very badly.

"Briefly, let me reiterate the points developed and mention several other factors which the time has not permitted me to enlarge upon:

"1. Co-operate fully with advertising agencies. They work with and develop many national accounts and they can often use small town papers to advantage.

"2. Read the orders you get and follow them to the letter or get in touch with the agency if in doubt. You can be sure in most cases that there are important reasons why the advertisement must run when and as ordered.

"3. Invoice the agency promptly and clearly for the advertisements you run and attach tear sheets to the invoice. We are anxious to pay you promptly, and the advertiser is waiting to pay us. Many times both of us are waiting for the facts you alone can give.

"4. Send tear sheets—the whole page—for each ad you run. Do this promptly also. If you are looking for the best way to serve agency and advertiser attach the tear sheet to your invoice and send it first class mail. Thus you insure prompt and certain delivery of both invoice and proof of insertion.

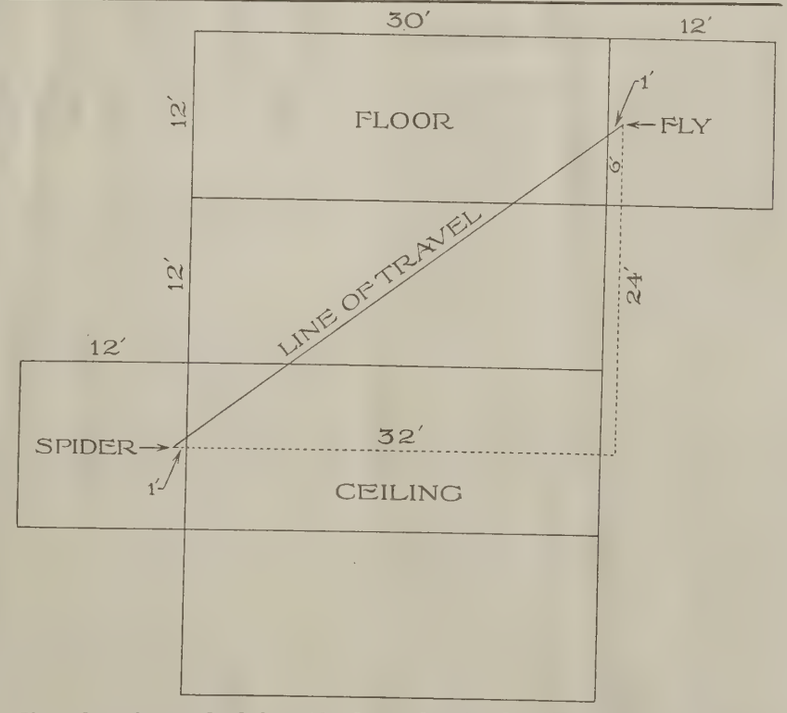
"5. Answer the agency's letters when they write you. This is plain courtesy but aside from that, the agency needs information or it wouldn't be writing you. Remember that it doesn't help to promote the idea of advertising in newspapers when a publisher seems indifferent in his dealings with agencies and then fails or is slow in answering letters.

"6. Print your paper well, which is another way of suggesting that you make the advertisers' copy appear at its best in a good looking newspaper. He is entitled to a clean and faithful reproduction of his mat or stereo.

"7. Encourage prompt payment of national acounts and avoid losses by continuing the cash discount which has proved its worth and value for so many years.

"8. Supply agencies and advertisers with circulation figures and the facts about your paper which are accurate and complete. Incorrect or exaggerated figures are dangerous in the long run and do not foster all-important good will.

GREAT SPIDER MYSTERY SOLVED!



If you haven't yet solved the spider-fly puzzle printed in "Hunches" by EDITOR & PUBLISHER for February 12, try again before you read this: The above diagram shows the room opened out flat—30 feet long, 12 feet wide, twelve feet high. The spider is on an end wall one foot from the ceiling and six feet from either side. The fly is on the other end wall one foot from the floor and six feet from either side. The spider traveled, crawling all the way, the shortest possible distance to reach the fly—40 feet. This distance represented by the black line, is equal to the square root of the sum of the squares of the other sides of the triangle. 32 feet and 24 feet—1024 plus 576 equals 1600, the square root of which is 40. Prove it by cutting out the diagram and folding it in the shape of a room.

NEWSPAPER'S RIGHT TO PRINT PHOTO WITHOUT CONSENT IS DENIED

Court Overruling Washington Herald's Demurrer, Would Not Apply Bar to Public Characters, but Says Press Freedom Is Not Involved

By J. BART CAMPBELL

(*Washington Correspondent of* EDITOR & PUBLISHER)

THE right of newspapers to publish personal photographs without consent of the persons involved is denied in an opinion filed in a case pending in the Supreme Court of the District of Columbia.

The opinion was written by Associate Justice Frederick L. Siddons of the Supreme Court of the District of Columbia in the case of Mrs. Maud Peed against the Washington Times Company, which also publishes the *Washington Herald,* a morning paper.

The decision draws no distinction in favor of any special circumstances, but broadly holds it to be a violation of a personal right for any newspaper to publish a photograph of a private citizen at least, without the person's consent.

The question was raised by the Times Company's demurrer, which declared the constitutional guarantee of freedom of the press to be a complete bar to the suit. Justice Siddons' decision establishes Mrs. Peed's right to damages provided she proves her case. The case will be set for trial of its merits and will probably go over until the fall term.

Wilton J. Lambert, president of the Washington Times Company, and Rudolph H. Yeatman, attorney for the publisher, cited in support of their demurrer the case of Hillman vs. Star Publishing Company from the Supreme Court of the State of Washington, reported in 64 Washington, page 691. This was the case of a child whose photograph was published in connection with the story of her father's alleged criminal conduct. The Supreme Court held that although there may have been a wrong done in publishing the picture, there was no legal remedy and therefore the suit failed.

Opposed to this view, Foster Wood, attorney for Mrs. Peed, cited an article written by Justice Louis D. Brandeis before his elevation to the Supreme Court of the United States and published in 4 Harvard Law Review, page 196.

Justice Brandeis' article was in effect an attack upon a decision of the Appellate Court of New York in which the right to sue for publication of a photgraph without consent had been denied. In this case the New York court appears to have followed the Washington case cited. The New York Legislature subsequently nullified this decision by passage of a law specifically establishing the right to sue in such cases.

Justice Siddons commenting on the case from the State of Washington said: "It is, perhaps, enough to say that this position of the court is not in consonance with the oft-repeated statement of the books that 'there is no wrong without a remedy.'"

Concluding, the court said: "It was suggested in the oral argument that to sustain the right of action in such cases as the pending one would be to invade the freedom of the press. The suggestion, the court thinks, is not sound, if for no other reason than that the freedom of the press, guaranteed by our constitution, is not a freedom to violate the rights of others. Even a public character may be libeled by a newspaper, and the newspaper or its owner compelled to respond in damages for the libelous publication. Nor does the freedom of the press carry with it the privilege of invading any other right of the citizen. Such a contention, if carried to its logical extreme, would justify a newspaper publisher in invading the home of a citizen and publishing the results of its invasion, and shield itself in so doing by invoking the freedom of the press."

THOMPSON LIBEL CASE SET FOR MARCH 17

Birmingham Publisher Accepts Service and Declares He Is Complimented by Suit Brought by Klan Dragon

(*By telegraph to* EDITOR & PUBLISHER)

BIRMINGHAM, Ala., March 2.—Frederick I. Thompson, publisher of the *Birmingham Age Herald,* the *Montgomery Journal* and the *Mobile Register and News-Item,* will be tried March 17 on charges of libel in Birmingham.

Two separate counts face the publisher, one preferred by Charles C. McCall, state attorney general, and one by James Esdale, Grand Dragon of the Knights of the Ku Klux Klan, Realm of Alabama. Attorney McCall's warrant was sworn out after the paper had criticized the way the attorney general handled the first of the cases against the school book publishers to reduce the prices for school books in Alabama. Mr. Esdale's warrant was sworn out following publication of an alleged report of a speech made by him before the Robert E. Lee Klan in which he is said to have advocated masked flogging.

Mr. Thompson, who has been out of town since the warrants were sworn, returned last Sunday and Monday afternoon went to the office of Sheriff Hartsfield and accepted service, making bond for $300 in each case. The case will be heard in Judge Abernathy's court. The libel charge preferred by Mr. Esdale also names C. M. Stanley, associate editor and R. M. Kincey, city editor, who will be tried at the same time as their employer. Both Mr. Stanley and Mr. Kincey have made bond for $300.

In an interview Mr. Thompson stated that he construed the suit of Mr. Esdale as a compliment.

He said in part: "In ordinary circumstances I would feel a measurable humiliation at being charged with committing criminal libel because of matter in the newspapers published by me," the publisher declared, "but if publication concerning and in opposition to the methods and policies of the Ku Klux Klan prompts the Grand Dragon of the order in Alabama to charge me with criminal libel because of such position of the newspapers, then I would regard such action of the Grand Dragon of the Klan as a compliment rather than one of discredit."

N. Y. AMERICAN LOSES

Court of Appeals Affirms $10,000 Libel Award for Use of Wrong Name

The Court of Appeals, Albany, has handed down a decision affirming the New York Supreme Court in granting a judgment of $10,000 in favor of Eliot G. Farrington against the Star Company as damages for an alleged libel published in the *New York American* Nov. 19 and 20, 1921. The action was brought to recover $200,000 damages.

The articles purported to give an account of Farrington's marriage to Margaret Hodson at Waterbury, Conn. and stated that a sensation was caused by the appearance of Loretta Rodden with her child, alleged to have been deserted by him.

On the trial it was shown that a mistake had been made in using the name of the plaintiff for that of Edward J. Farrington and that a retraction was made in a later issue. Farrington is a Yale graduate and lives at Detroit, Mich. and testified he had been humiliated by his associates and others at the Detroit Yale Club by the publication of the story connecting him with the affair.

Counsel for the Star Company sought a reversal of the verdict on the ground that the admission of this testimony was error.

TORONTO DAILY LOSES $6,000 LIBEL SUIT

Woodstock (Ont.) Sentinel-Review Brought Action Based on Three Editorials Charging Liquor "Hypocrisy"

Finding in favor of the plaintiff on all points raised by the judge, the jury in Supreme Court at Woodstock, Ont., awarded the Sentinel-Review Company, Ltd., $6,000 damages in its libel action against the *Toronto Evening Telegram,* before Justice Logie. The action was based on three editorials published in the Toronto Telegram of Aug. 9 and Apr. 11, 1920.

The gist of the statements as presented to the jury were that the *Sentinel-Review* had had a quantity of liquor stolen from its cellar while at the same time it was advocating prohibition in its newspaper. D. L. McCarthy, counsel for the plaintiff, stated that these statements charged the Sentinel-Review with "damnable hypocrisy," and also with having committed an offence under the Ontario Temperance Act which prohibited corporations having liquor in their cellars under pain of fine and imprisonment.

Very little evidence was presented in the case. Three witnesses were called for the plaintiff. These were John Markey, chief editor of the Sentinel-Review; M. McIntyre Hood, city editor, and Harry McIntosh, Woodstock business manager. They testified as to the identity and name of the plaintiff's newspaper, and to the fact that W. J. Taylor, proprietor, and the newspaper were two entirely separate entities. Mr. Markey gave some evidence regarding the stand of the Sentinel-Review in the abolish-the-bar campaign of 1914.

On the verdict being given, a motion for non-suit on technical legal points was made, but this was refused by the judge.

HERMAN BLACK IS HOST

Theatrical stars of the first water from several of the shows now appearing in Chicago, entertained at the annual publisher's "Get Together" banquet of the *Chicago Evening American* last week. Herman Black, publisher of the American, was toastmaster at the banquet, and William A. Curley, managing editor, was one of the speakers.

REBEL AGAINST RADIO ADS

A movement to protect the radio listeners from direct advertising over the air was started this week at the Mid-West Radio Congress, meeting in Des Moines, Ia., Feb. 23-24. Francis Stanstell, president of the Iowa Radio Listeners' League, said his association intended to find out whether certain stations should be "allowed to go on broadcasting or be forced off the air."



Metropolitan!

"WHAT a magnificent building," exclaims many a vistor to Jacksonville. "That would be a credit to any city in the nation."

Quite so—for the Barnett National Bank purposely intended to express in their new, magnificent 18-story structure, not only steady growth in banking but firm confidence in the future of Jacksonville. Both city and state have been keenly analyzed by this institution during half a century of financial service in this territory.

Truly a "metropolitan" building—for an enterpising city, alert in business, consistent in growth, modern in taste, quick to sense the invitation of advertising.

Consider the factors which made the Barnett National Bank Building possible, and you will recognize the power your advertising message gains in Florida's largest newspaper—

The Florida Times-Union

JACKSONVILLE, FLA.

Buffalo the Wonder City of America

Calling on the Trade

In selling goods there is no substitute for calling on the trade. The more calls made the more orders taken, the more business done.

So it is with your advertisements . . . . your printed salesmen . . . . carrying your sales story to the trade . . . . to dealers and consumers.

Calling on only a part of the trade brings only a partial response in orders.

But calling on all of the buying market, or practically all of it, through a newspaper which not only carries your sales message but has reader influence as well, brings the largest possible returns in orders and in dealer and consumer acceptance.

The Buffalo Evening News calls on all the trade every day. It is a welcome visitor, an effective medium for your selling message in the Buffalo market.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

A. B. C. Sept. 30, 1926, 145,647

EDWARD H. BUTLER
Editor and Publisher

Present Average Over 150,000

National Representatives

KELLY-SMITH COMPANY

Marbridge Building, New York City
Waterman Building, Boston, Mass.
Atlantic Building, Philadelphia, Pa.
Tribune Tower, Chicago, Ill.

DETROIT NEWS SPONSORING AIRPLANE SEARCH FOR NEW ARCTIC LAND

Seven Flights Over Frozen Seas Will Be Made by Capt. Wilkins in Next Few Weeks—A. M. Smith Covering Story for News

DETROIT, March 3.—Seven times within the next few weeks, if his plans go well, Capt. George Hubert Wilkins, commander of the *Detroit News* Wilkins Arctic expedition, will fly out over the jagged ice of the Arctic Ocean north of Alaska in a second attempt to find new land.

Four of these excursions will be made in a standard Stinson-Detroiter, a Detroit manufactured plane now in use on several commercial lines, while the other three will be made in the Alaskan, a huge Fokker monoplane used by the 1926 expedition. On all seven trips Capt. Wilkins will be piloted by Carl B. Eielson, pioneer Alaska flyer, who a year ago made the first flight from Fairbanks, Alaska, across the Endicott Mountains to Point Barrow.

Should a forced landing and a disabled plane leave them alone on the drifting ice, the two explorers will walk ashore. "It may take months, even years, but we can shoot seals and bears for food and live in snow houses or tents," Capt. Wilkins says. "There is really very little danger."

For that reason an order has been made requiring the other members of the expedition to leave Alaska if Wilkins should be gone long enough to indicate that his plane is disabled. A search would be useless, and a waiting policy foolishly expensive.

The exploratory trips in the Stinson plane will be comparatively short hops of 1,200 miles each, 600 miles out over the frozen sea from Point Barrow, and 600 miles back. The flights will radiate from the base in the shape of a fan, covering two-thirds of the "region of comparative inaccessibility," Northwest and Northeast of Barrow. Owing to the size of the ship, its safe flying range is limited to 1,500 miles, even though it has been fitted with an enormous gasoline tank capable of carrying fuel for 20 hours of flying.

Three other flights, to be made in the Alaskan, will be 2,000 miles long, 1,000 miles out and 1,000 miles back. On these long journeys over the Polar basin, Capt. Wilkins hopes to penetrate nearly to the other side of the unknown region.

The direction he will take in the Fokker ship on his several flights will be determined by the results of soundings he will make by landing on the ice in the smaller ship. By testing the ocean's depth at several places, and by taking samples of sea water, Capt. Wilkins believes that he can determine where new land, if any there be, is most likely to lie.

While the expedition hopes to find new land, its purpose is also meteorogical. Weather in the vicinity of Point Barrow shows a marked similarity to weather near Nova Zembla and Greenland, indicating high ice covered masses. If a high island is found near Barrow, the relation will be established. If nothing is found, the theory will have to be discarded and science will benefit. If suitable land is found near the middle of the Arctic ocean this will facilitate a commercial air service across the top of the world.

At present the members of the expedition are waiting for the arrival of the Stinson plane and a second ship, sent with it as a fling box of spare parts. In the meantime they have refitted the Alaskan with the wing of the Detroiter, the second of the two craft sent last year. Gasoline, enough for 20,000 miles of flying is already at Barrow.

The members of the party in addition to Wilkins and Fielson, A. M. Smith, correspondent for the *Detroit News;* Alger Graham, former Canadian army pilot, second pilot; Howard Mason, wireless operator for the 1926 expedition, radio man; Orval H. Norton, mechanic for the Stinson Aircraft Corporation, mechanic.

FOSTER TALKS TO LONDON

Marcellus E. Foster, editor of the *Houston Press,* on Feb. 21 talked over radiophone with Webb Miller, assistant European manager of the United Press in London, inaugurating the Texas-London telephone service. Mayor Holcombe of Houston also talked over the connection in the Press office to the Lord Mayor of London.

BRYANT SUCCEEDS HOOKER

Named Chairman, A.P. Eastern Advisory Board, When Latter Resigns

Richard Hooker, member of the Associated Press for the *Springfield* (Mass.) *Republican,* has resigned as chairman of the Eastern Advisory Board of the Associated Press. W. B. Bryant, publisher of the *Paterson* (N. J.) *Press-Guardian,* has been elected chairman to succeed Mr. Hooker.

The latter and W. J. Pape, *Waterbury* (Conn.) *Republican,* were recently nominated by the A. P. nominating committee to fill the unexpired term of Charles Hopkins Clark as a director. The resolution of the annual meeting provided that two forms of proxies for the annual meeting should be sent out, one in blank and one made out to the chairman of the Eastern Advisory Board. Thus Mr. Bryant's name will appear instead of Mr. Hooker's on the advisory board proxies for election of directors and Mr. Bryant will cast the proxies given to the Eastern Advisory Board.

$1,000,000 FORD LIBEL SUIT SET FOR MARCH 15

Postponement Granted from March 7 —Sapiro's Case Based on Dearborn Independent Articles

Trial of the $1,000,000 libel suit brought by Aaron Sapiro, Chicago lawyer, against Henry Ford and the *Dearborn Independent* was this week postponed from March 7 to March 15. The postponement was granted at the request of Senator James A. Reed of Missouri, chief of defense counsel.

Judge Fred Raymond of Grand Rapids has been called in to hear the case, following disqualification of Judge Arthur J. Tuttle, when Mr. Ford submitted an affidavit charging the jurist was prejudiced.

Mr. Ford is expected to take the witness stand in his own defense. It will be the first time since the famous *Chicago Tribune*-Ford libel suit that the automobile manufacturer has appeared in a court room. His testimony was sought in several law suits, but each time he evaded the process servers. William Henry Gallager, chief counsel for Sapiro, succeeded in serving Mr. Ford with a subpoena.

Sapiro, a Chicago lawyer of Jewish descent and organizer of nearly a hundred co-operative marketing system among farmers, brought suit against Ford and the Dearborn Independent, Ford's monthly publication, for $1,000,000 in the summer of 1925.

He based his suit on a series of ar carried in the Independent, in Ford charged the co-operative orga tions were intended to be profitable to Sapiro, and that farmer mer were compelled to sell produce at money than they would have rec under current market prices.

The articles further asserted that piro was the working agent of a ' ish conspiracy" seeking to gain co of agricultural products marketing.

AIDS THE POOR TAXPAYE

The *Chicago Daily News* is off income taxpayers needing help in ing out their returns the free servic a deputy internal revenue collector signed by the government, and the in tax experts of the Daily News. help, together with income tax forms the services of a notary, is given a Daily News personal service bureau

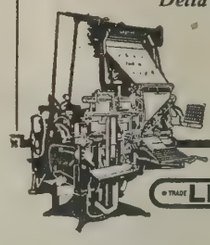
From the Linotype Mailba

"Your Snappy Service"

Enclosed is our check to cove January invoices from you.

Thanks to your snappy servic and the air mail, we were able t be going again Monday mornin as usual even though it's a lon way to Chicago.

Delta County Tribun
Delta, Colorad



INCREASE YOUR LOCAL DISPLAY

We are getting 100,000 to 500,000 extra lines per year for publishers today all over America. Firms that never before used your space become steady weekly or semi-weekly advertisers. Our representative will explain how the Briggs plan gets this new business without any cost to you.

THOS. W. BRIGGS COMPANY-----
Columbian Mutual Tower
MEMPHIS, TENN.

JOURNALISM? Train the Eastman Way

. . . *emphasizing* practical result-getting methods that qualify students for quick advancement into journalism positions that PAY.

Vivid-Dramatic-DIRECT

The Eastman classroom system, by mail, under a strong faculty of keen business men.

Entirely different from the ordinary "book course" methods.

Box 21

EASTMAN-POUGHKEEPSIE N Y
A National Institution for over Half a Century

Quicker and Better Results
the Ludlow Way

WITH late copy coming in—customers' proofs required—early editions to get out—every minute counts. Under such high-pressure conditions the Ludlow demonstrates its ability to meet widely varying demands.

Ludlow promotes speed, quantity and quality of production. From durable brass matrices you can set and cast enough new type in slugs to print the biggest edition on time. Lines in any size of typeface from 6 to 72-point are readily produced with the Ludlow system without interruptions for machine or mold changes, or delays in hunting sorts.

Learn how leading metropolitan dailies, and hundreds of other newspapers of every size throughout the world are using sparkling new Ludlow type in slugs for getting better, quicker results. *We will gladly send you complete facts.*



Ludlow Typograph Co.
2032 Clybourn Avenue, Chicago

Boston: 470 Atlantic Avenue
New York: 63 Park Row
Atlanta: 41 Marietta Street
San Francisco 5 Third Street

SET IN LUDLOW QUALITY SLUGS

A good year's GROWTH in just 4 months

Circulation Figures for

November	December	January	February
	The Sunday News		
54,101	58,819	64,987	82,156
	The Rocky Mountain News		
28,904	28,988	29,981	32,317
	The Denver Evening News		
26,959	38,809	39,041	47,966

THE ROCKY MOUNTAIN NEWS
THE DENVER EVENING NEWS

SCRIPPS-HOWARD NEWSPAPERS

W. C. BUSSING, Advertising Manager
MCHENRY TICHENOR, National Advertising Manager

Represented in the National Field by

ALLIED NEWSPAPERS, INC.

250 Park Avenue, New York

Chicago Detroit San Francisco Los Angeles Seattle

BALTIMORE VETERAN, 85, HAS SERVED 64 YEARS AT TELEGRAPH KEY

T. J. Bishop at His Post Daily in Sun Office—Handled Civil War News—Friend of Edison in Early Days—Once Retired but Returned to His Key

By H. S. SHERWOOD

SIXTY-FOUR years continuous service at the telegraph key, and now, at the age of 85 years, ready to scrap with a rival telegraph operator for business! That's Thomas J. Bishop, Western Union operator in the office of the *Baltimore Sun*.



THOMAS J. BISHOP

Mr. Bishop, or "Bish" as he is called by the Sun men, is believed to hold the record in this country for the longest period of continuous service at the telegraph key. He is also believed to be the oldest operator in active service. He opens his wire on time six afternoons in the week and signs off some time after midnight, goes to an owl restaurant, gets his supper and goes home to bed. He has been following that routine for a period longer than the entire life span of many men.

"Bish" has a special reverence for words, not merely because he has been handling them all his life, but because it was the result of choosing the right words, that he escaped hanging 62 years ago.

He was an operator on duty at one of the railroad bridges over the Susquehanna river back in 1865. One day the news came over the wire that Abraham Lincoln had been assassinated.

"Just as good men as Lincoln have been assassinated before," said "Bish" carelessly and thought no more about it.

But it got around in the town of Havre de Grace, Maryland, that he had said this and several hours later a crowd appeared before "Bish's" office. They carried a long, thick rope. To the astonished operator, they said that they did not like his expression as to Lincoln. If he still felt that way, well they thought they'd make use of the rope—one end of it over a tree limb and the other end around his neck. He understood? Yes; he understood. He made what is said to have been his first and his last speech then. He chose his words very carefully. He apologized. The crowd accepted his apology. He was only 23 years old then. He's been very careful about the words he let escape from his lips ever since that time.

That's an index to "Bish's" character when it is considered in connection with another incident which occurred earlier in the same war. He was an operator on another railroad bridge when Harry Gilmor, a Confederate cavalry leader whose name and fame are well known to all Marylanders, descended on the bridge and proceeded to wreck it. "Bish's" key was in an office out on the bridge, over the deepest water. It was a part of the Union communications. Although he knew that Gilmor was trying to burn the bridge, "Bish" stuck to his key to get a message through telling of the raid. Gilmor walked in on him, snatched the key from his hand and threw it out the window and into the river. Then he escorted "Bish" over the ties to shore.

He was once imprisoned by General "Ben" Butler, the famous Union leader. He was an operator in Baltimore. A report went out over the wires to the effect that President Lincoln was about to call for 500,000 additional soldiers. The report was circulated for its effect on the stock market. Butler ordered every telegraph operator in his territory flung into jail and kept there until the men who had sent that message out confessed. "Bish" went to jail with the rest, but stayed only a few hours. The men who had started the story confessed.

To round out his Civil War experiences, Mr. Bishop was in charge of the wire when General Ulysses S. Grant was dying in New York. He sent out bulletins on the condition of the famous military figure and President of the United States until Grant died.

Thomas A. Edison, the inventor, was one of his "buddies" more than half a century ago when both were telegraph operators.

Back in 1912, when he had served practically half a century at his key, Mr. Bishop thought it time to retire. He announced that he was going to quit. Telegraphers and former telegraphers all over the country contributed to a fund to buy him a gold watch. Mr. Edison was among these. The watch was presented to him and he was made a life member of the telegraphers union. He went down to rural Maryland, where his daughter lives, and prepared to live a life of retirement.

But that lasted only for a few days. He couldn't stay away from his key. Presently he was back at work in the Sun office and has been there since.

PRESS AGENT SHOW

The annual "Press Agents Show," staged by the Theatrical Press Representatives of America for the benefit of their emergency relief fund, will be held at the Liberty Theatre, New York, Sunday March 13. Wells Hawks is chairman of the entertainment committee.

WON'T ARREST NEWS DEALER

Magistrate Goodman in Yorkville Court, New York, this week refused to issue a warrant for the arrest of a newsdealer who had sold four "art" magazines to a police sergeant. A special agent for the Society for the Suppression of Vice requested the warrant.

MONEY FOR WORD MAKERS

The *Chicago Evening American* will award $275 in cash prizes in a word-making contest to those who can make the most words out of the letters in "Evening American." First prize will be $100; second prize, $50; third prize, $25; next 20 prizes, $5 each.

NICHOLSON RESIGNS TO JOIN TOKIO DAILY

Production Manager of N. Y. Evening Post Will Assist B. W. Fleisher on Japan Advertiser

Ralph Nicholson has resigned as production manager of the *New York Evening Post*, effective March 5, to join the staff of the *Tokio Japan Advertiser*, American newspaper in the Orient. He plans to sail for Japan with Mrs. Nicholson March 19, from Vancouver, B. C., on the Empress of Russia. On the Japan Advertiser, Mr. Nicholson will be assistant to B. W. Fleisher, editor and publisher. Mr. Fleisher is now in this country, but expects to return to Japan early next month.



RALPH NICHOLSON

Mr. Nicholson has been connected with the Evening Post for the last year and a half. Before that he had been in the foreign service of the *Philadelphia Public Ledger* in London and Berlin and had also been a member of that newspaper's local reportorial staff.

Graduated from Earlham College, Richmond, Ind., Mr. Nicholson had his first taste of newspaper work on the *Richmond* (Ind.) *Item*. While h the Public Ledger's Berlin bure obtained an exclusive interview Grover Cleveland Bergdoll, cel draft dodger, which created consi sensation in this country at the Returning to this country, Mr. Ni spent a year at Harvard Univer the graduate school. Soon afte he became associated with Carl man in publicity work in New Yo 1922 he was assistant director of p for the National Republican Com

JOINS WESEL COMPANY

Paul W. Gardner, for 19 year nected with the Eureka Specialty ing Company of Scranton, Pa., as tant secretary in charge, at various of purchasing, sales and factory m ment, has been named general m of F. Wesel Manufacturing Co dealers in printing machinery an plies. He also had complete supe of the Eureka Paper Converting M

CELEBRATES 45TH YEAR

The *Wall Street Journal*, New celebrated the 45th anniversary founding last week. It was th anniversary of the electric page ticker operated by Dow, Jones the publishing company.

THE SPRINGFIELD LEA
Y CASUALTIES IN BALKA
Board Plans Building Program
U. S. Transport, Sent On
Now Set In
TRADE LINOTYPE MA
Ionic No.

THE MILWAUKEE JOURNAL
is Ousted
ialist Party
Britain and Japan Indor
Idea of Further Naval
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

The Flexitype Dry Flong

is successful in newspaper plants because, it is

1—Easily prepared and,

2—Produces plates with (a) type that prints black (b) and halftones distinguished by their clearness and detail.

We have convinced others. Let us show you.

Brooks Paper Company
St. Louis, Mo.

CERTIFIED VALUE

The price paid for dry mats doesn't necessarily determi the value received.

It's what the dry mats will do for YOU that represen their real value to you.

That is why the Certified measure of value is, an always has been, COMPARISON.

That is why such papers as the *New York Time Cleveland Plain Dealer, Detroit Times* and several hundre others, after COMPARISON, have chosen Certified Dr Mats, and are using them exclusively.

You may be paying more for your dry mats, but w doubt that you can get more value for your money tha is represented in Certified Dry Mats.

To COMPARE is to know—we welcome you comparison.

CERTIFIED DRY MAT CORPORATIO
340 Madison Avenue New York, N. Y
for wet mat printing with DRY MAT facility—use Certified
MADE IN U. S. A.

Informal Notes

CHARLES W. NAX,
CLASSIFIED MANAGER,
ST. LOUIS GLOBE-DEMOCRAT:

Ralph O. Bradford, Manager of the "Associated Editors Classified Service," was commenting a few days ago on the great number of sound, practical ideas in the recently published report of a talk made by you before the American Newspaper Publisher's Association. Mr. Bradford recommends that this address should be read thoroughly by every classified manager.

* * *

W. H. RIBLE,
BUSINESS MANAGER,
OHIO STATE JOURNAL:

During the past two weeks, I have noticed that more result story blanks are coming to us from your newspaper, and that in return our classified promotion department is writing for stories exclusively for you. Glad to see you using this feature of the service—keep it up.

* * *

HARRY J. GRANT,
PUBLISHER,
MILWAUKEE JOURNAL:

I thought I had seen complete newspaper plants but the trip through the Milwaukee Journal plant a week or so ago, and your description and demonstration of how smoothly and efficiently the entire institution works, were a revelation to me. Evidently, you are planning big things for the Milwaukee Journal. Your plant is built not only for today but for the future. You could handle a half million a day circulation.

* * *

EDWARD FLICKER,
GENERAL MANAGER,
BRIDGEPORT POST-TELEGRAM:

We were quite pleased last week when we received from our Mr. Dolbey your contract for three of our services. In your ad in "Editor and Publisher," on February 19th, you asked in big type "Are you getting your share?" Thanks to you, we are now going to get a little more of the $123,000,000 cash which you folks in Bridgeport have on deposit in your banks.

* * *

CURTIS B. JOHNSON,
PUBLISHER,
CHARLOTTE OBSERVER:

We congratulate you on the opening of your new $500,000 newspaper home. It has never been my good fortune to visit Charlotte, N. C., but when I do, I will certainly ask for the privilege of looking around your plant.

* * *

H. INGE,
CLASSIFIED MANAGER,
MOBILE REGISTER:

So Mobile and The Register like the material furnished by "Associated Editors Classified Service"! We were glad to receive this expression from you, and glad that you are asking us to write "Result Stories" regularly for you. We believe our latest material is setting a new standard in the classified promotion field; perhaps you will drop us a line giving your reactions.

* * *

R. J. SALLANS,
BUSINESS MANAGER,
BORDER CITIES STAR,
WINDSOR, ONTARIO:

We quote from your letter "It is our intention, when we move into our new home, to issue an edition in which we shall tell the complete story of how our newspaper was created and of how it was developed since 1918, when it had its inception, until today when we feel that it holds no mean position among the newspapers of Canada." Congratulations! Don't fail to send us a copy of your special edition!

* * *

J. W. MOORE,
AUTOMOBILE EDITOR,
RUTLAND (Vt.) NEWS:

Your wire, ordering the "Auto Editors Service," might be taken as one of a number of indications that spring is coming. We are glad to see you getting ready this early to corral new automobile business during the coming season.

* * *

FREDERICK E. MURPHY,
EDITOR,
MINNEAPOLIS TRIBUNE:

It is always of interest when a newspaper as widely circulated as the Minneapolis Tribune changes from seven to eight columns. We congratulate you on the move.

* * *

R. ARMSTEAD,
MANAGING EDITOR,
HARTFORD COURANT:

The calibre of newspapers that use John H. Striebel's "Kids" is very high indeed. It is very fitting that the Hartford Courant should be added to the list. We predict Striebel will rapidly become one of your important features.

John H. Millar

As Timely as a New Spring Suit—

Auto Editors Service

NOW is the logical time to put new pep into your automobile department.

ASSOCIATED EDITORS, INC.
JOHN H. MILLAR, President
440 S. Dearborn St. CHICAGO

"Ideas—not merely big names."

EDITOR'S GUNS AIMED AT COLLEGE TRAINED MEN, SAYS STUDENT

Journalism Grads Overestimate Their Equipment While Bosses Underrate Their Possibilities, Declares Sigma Delta Chi Contest Winner

By HAROLD W. FLEMING
De Pauw University School of Journalism

The following article on "The College Man in Journalism" won first prize in a recent essay contest conducted by Sigma Delta Chi, honorary professional journalism fraternity.

THE college man who is preparing to enter newspaper work finds himself bombarded from the front and from the rear. Those who are doing the bombardment to his face are his colleagues who picture to him an easy job and a good salary. Their roseate promises ring true and he is imbued with the spirit that has seized his colleagues. He believes that he can learn everything in college that is essential to his success in everything from cub reporting to editorial writing after graduation, and that his diploma is a guarantee to success and ability to pursue the art of journalism.



H. W. Fleming

Those who are doing the bombarding to his back are the owners and managing editors of newspapers. Their ammunition consists of criticism directed at the college graduate in an attempt to "show him up." Just as surely as the student has overrated his ability, so has the managing editor by the same token underrated his possibilities.

A more medial attitude of the graduate toward his ability as a journalist and a better prospective of the nature of his work is the thing that he needs most. On the other hand a friendly co-operation between the graduate and the managing editor will go a long way toward solving the problem of the college-made journalist.

A college education gives to the young man technique and practice which would take years for him to learn in an office. His mind is trained to function rationally under any circumstance in which he may find himself. The four years in college give him a superior equipment with which to work. His mental alertness and his ability to exercise his own judgment and initiative is developed to a higher degree.

The college man is more in a position to assume responsibility than the man who has not had an academic training.

However, not from the college student do we get the best glimpse of the college man in journalism. For a college student to theorize on the college man in journalism proves one of the criticisms directed against him—that he does not know what he is talking about. The managing editors of the newspapers throughout the country are in a better position to tell of his strong points, his weaknesses, and his needs.

William Allen White, editor of the *Emporia* (Kan.) *Gazette*, comes to the defense of the college student.

"The college man has certainly made good in my office," declares Mr. White. According to Mr. White, his good points are intelligence, a trained mind, and a habit of industry. His weaknesses are that he cannot spell, his handwriting is rotten, and he does not know the names and the initials of the people in the town.

"The thing that he needs most," states Mr. White, "is more education, a more general knowledge of books, modern literature, current movements in politics, religion, literature and art."

James A. Stuart, managing editor of the *Indianapolis Star*, characterizes the chief weakness in the college man as due "to his lack of contact with the business and professional world and to an inability to adapt the theory of the classroom to practical purposes. In part, this has been the fault of the college but it is being remedied by the institution of more practical purposes. The college man's chief advantages consist in greater mental alertness, and an ability to exercise his own good judgment and initiative."

A. R. Holcombe, managing editor of the *New York Herald Tribune*, reaches the conclusion that a "college trained man more often reaches a position of responsibility and is better equipped to hold it than the man who has not had the advantage of early academic training. While the college trained man starts with an advantage, it is nothing more than an advantage, and unless he applies himself with the same intelligence and industry as the man who has not had college training he is apt to be outdistanced by his less fortunate competitor."

"In this business," contributes R. L. O'Brien, editor of the *Boston Herald*, "as in others, the more training and equipment a man can have the better, and the college is usually an economical way of getting training, but by no means an indispensable one."

"A college education naturally provides an excellent and advantageous background for a career in journalism, but I can not say that I have noticed any particular difference in the ability displayed by college men and men not so fortunate as to have a college education. Journalism is a very exacting calling. Success in it depends largely on native ability and application by the individual" is the opinion of T. V. Ranck, managing editor of the *Chicago Herald and Examiner*.

The indication is that the college graduate is making good in the field of journalism. While more is expected of him than he really does, the college man had the advantage of his education over the non-college man. The college man in journalism is somewhat of an innovation in this field, and it can hardly be supposed that he can have all the qualifications editors desire. The education and training which will be offered to the college student will be of a nature to correct and to improve the man so that he can fit more easily in the newspaper world after being graduated.

DAILY CHANGES FIELD

The *Beatrice* (Neb.) *Sun* this week changed from the morning to the evening field. E. M. Marvin is publisher.

Thank goodness, we didn't recognize the Soviet Government and have to back it up with Marines.—*San José News.*

WHITE CUTS WORKING HOUR

Emporia Gazette Owner Gives Wo ers Saturday Afternoons Off

Employes of the *Emporia* (Kan.) *G ette* are now being given a half-day every Saturday, William Allen Wh editor and publisher announced recen The final edition of the paper herea will be published at 2 P. M. and entire staff is dismissed from that ho

"I instituted the new regime," s Mr. White, "because I feel that five a half days will get me more kilow of human labor than a six day wee

N. Y. REPORTER ATTACKED

Paul Wallace, reporter for the N *York Daily News*, was attacked Feb. and stabbed in the back and chest, wh standing in front of a Greenwich Vill restaurant. He said he did not kn his assailant, whom he described as short man with a scarred lip.

THE SCRANTON SU
PIT WHERE THREE LIE
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

Norfolk Journal and Guide
DELAY THE MALONE SUIT
FEDERAL AID FOR HOWARD
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

GRAVURE SECTIONS PRINTED
SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK
Standard Gravure Corporation
LOUISVILLE KY

Youngstown Vindicator
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

LOS ANGELES
Bank and Financial Advertising for 1926
Stated in Agate Lines

Los Angeles Times 1,960,224
Both Other Morning Papers Combined 1,416,814
All Three Afternoon Papers Combined 1,737,540

The above figures show how the Los Angeles Times completely dominates its field in selling bonds, stocks and bank services. It prints 12 per cent more such advertising than the combined three evening newspapers, and 38 per cent more than its two morning contemporaries put together.

For those who might argue that bonds and stocks indicate pulling power in terms of dollars only, it is important to know that the Los Angeles Times holds a similar position in the sale of ordinary small articles that represent "mass." For instance, in shoe advertising during 1926 the Los Angeles Times exceeded the second morning paper by 58 per cent and the largest afternoon paper by 59 per cent.

Whatever the object may be or the price at which it is sold, home-delivered circulation rates first, and the largest home-delivered circulation on the Coast is furnished by

Los Angeles Times

Eastern Representative:
Williams, Lawrence & Cresmer Co.
360 N. Michigan Blvd. CHICAGO
285 Madison Ave. NEW YORK

Our Customers Write Our Ads

"I am delighted with the report made to me by Mr. J. Kaster, our mechanical superintendent."

CHAS. G. MULLEN, General Manager
Tampa Daily Times



THE DUPLEX
SUPER-DUTY INTERCHANGEABLE UNIT PRESS

DOUBLE SEXTUPLE NOW BEING INSTALLED BY TAMPA DAILY TIMES

D. B. McKAY
President

CHAS. G. MULLEN
General Manager

"Florida's Great Home Daily"

THE TAMPA DAILY TIMES
TAMPA, FLORIDA

January 10, 1927.

MR. IRVING K. STONE, Pres.
Duplex Printing Press Company,
Battle Creek, Mich.

Dear Mr. Stone:—

I am delighted with the report made to me by Mr. J. Kaster, our mechanical superintendent, who is just back from Battle Creek after inspecting the new Super Duty Double Sextuple press you have just finished for us. Mr. Kaster is enthusiastic about the design and general sturdiness of construction, and he says it is the sweetest running machine he has ever examined. He is particularly pleased with the ease and simplicity of operation.

Mr. Kaster tells me that you began dismantling the press for shipment after his inspection. Our new mechanical building will be ready in about six weeks. If you can make shipment about the last of the month, we should be able to start erection immediately upon arrival. We need the press. Our present equipment has been overtaxed for months, and circulation continues to climb.

Yours very truly,
THE TAMPA DAILY TIMES,
Chas. G. Mullen,
General Manager.

CGM/H

"It is the sweetest running machine I have ever examined. I am particularly pleased with the ease and simplicity of operation."

JACK KASTER
Mechanical Superintendent
TAMPA DAILY TIMES

THE DUPLEX PRINTING PRESS COMPANY
of
BATTLE CREEK MICHIGAN

"MARINE DIPLOMACY" SATIRIZED AT ANNUAL GRIDIRON DINNER

President Coolidge and High Government Officials Present at Brilliant Washington Affair—Brown Installed as President

ALL Washington buzzed last Sunday with accounts of the brilliant Gridiron Club dinner and satirical stunting at the Willard Hotel ballroom on Saturday night, in the presence of President Coolidge, members of his Cabinet, distinguished members of the diplomatic corps, the governors of Maryland and New Jersey and scores of Senators, Representatives, prominent federal officials and invited guests, approximately 300, including the fifty-odd members of the club.

In the whole realm of social activities Gridiron dinners have been remarkable since 1885 when the club was organized, and this season's event, flavored with international significance and celebrating the close of a super-heated session of Congress, was notable even in club annals.

Two rules govern a Gridiron party and they were solemnly announced by Ashmun Brown, president of the club and Washington correspondent of *Providence Journal*, when the diners had found their places at the rose and tulip-decked tables: (1) Ladies are always present; (2) reporters are never present and guests are at liberty to speak from the heart in complete confidence that no word will be published.

On that platform the members of the club were free to jibe their guests in good nature and hear from them, in the same humorous spirit, exactly what they might think of those who interpret their acts before the reading public.

The tables were arranged in the form of a huge grill, faced by a raised platform also in the form of a grill. The latter was the stage for the stunts, all acted by members of the club. The ballroom was decorated with flags of all nations. The first course had no sooner been disposed of than the new officers, Ashmun Brown, as president and Harry J. Brown, *Salt Lake Tribune* correspondent, as vice-president, were installed with a gay little skit which played upon the name Brown. With customary flourishes a new member, Robert Choate, Washington correspondent of *Boston Herald*, was initiated.

At the last moment Secretary of State Kellogg sent word that he could not attend because of illness, and he missed a show very largely dealing with affairs in his bailiwick. He would have sat in the presence of the ambassadors from Germany, Cuba and Chili and the ministers from Canada and China.

Onto the stage marched a company of Washington correspondents in the uniforms of United States Marines, led by an officer impersonating none other than the Secretary of State himself. Here is the song they sang:

"Tramp, tramp, tramp, the boys are marching,
Forward, Kellogg, on the run;
Although Sherman may be right,
We are not too proud to fight,
For the diplomat is the man behind the gun."

"Coolidge, Coolidge, this is the way to do:
Just call the marines and they will get another term for you.
Coolidge, Coolidge, this is the way to do,
Just call the marines and they will make the world all safe for you."

Senator Borah, represented by a club member, rushed on the stage, declaring he was "against the men who put chevrons on our shirt-sleeve diplomacy," only to be told by one of the marines. "That's nothing, you're against everything." The senator then sang a solo, entitled, "Everything's Wrong," whereupon Sergt. Maj. Kellogg ordered a marine guard over him.

The officer impersonating Secretary Kellogg sang this solo:

"If involved in a dispute, do not stop to argue
—shoot!
Then you'll have the other fellow on the run;
Arbitration is all right,
But don't let it spoil a fight—
For the diplomat's the man behind the gun."

Congress, the marines decided, "had dictated long enough. Let's march up Capitol Hill and tell them where to get off," and marched off the stage singing:

"We are the bold marines,
Everywhere they need us,
Everywhere they speed us;
Statesmen can all resign
For here come the bold marines."

Government instruction in the "speakeasy" business was portrayed with Uncle Sam in the role of proprietor and big Gen. Lincoln C. Andrews, Assistant Secretary of the Treasury, in charge of prohibition, as bartender. Amid all the paraphernalia of an old-time, pre-Volstead bar, Uncle Sam spoke approvingly of undercover work, although he urged Gen. Andrews to keep within the budget.

"Aren't you getting any co-operation from Canada?" he asked.

"You bet—by the truck load," replied Andrews.

"Who's bringing it in?" pursued Uncle Sam.

"The undercover men," responded Gen. Andrews, "here he comes now."

An undercover man carried in a large keg which he deposited in front of the bar.

"Say, General," he said, "this Scotch is good. There ought to be an indictment in every drink."

"I hope it's better than the last lot," returned the General. "It didn't average a conviction to the barrel."

Uncle Sam spoke reminiscently of the "good old days when, as a rule, they didn't die on the premises."

Pleading with Uncle Sam to "come home," Senator Bruce recited:

"Oh, uncle dear uncle, come home with us now,
The clock in the steeple strikes 1.
That you should sell gin is a terrible sin,
For you know there is death in a bun."

Uncle Sam, guided by the orphans, started to go home, fearing that unless he didn't he might encounter difficulty in getting appropriations for government speakeasies.

President Coolidge's "iron horse," was the subject of another skit, a member representing Judge Kenesaw Mountain Landis declaring that "Jocky Calvin Coolidge," mounted on "Old Dynamo, by Thomas Edison out of Electric Socket," would be the winner of the 1928 presidential race.

The paper navy was jibed at in another satire by club members. One song ran:

"A capital ship for an ocean trip
Is the good ship 5-5-3;
Though I suppose that nobody knows
What kind of a ship that be.
Now iron and steel may make you feel
Contempt for the lurking foe
But 'tis cheaper to find 'mid the raging wind
How far a dollar will go."

"Since investigation has become the Senate's outstanding characteristic," announced a club member, "we have concluded that its nosiness entitles it to be called the Cyrano de Bergerac of politics."

The music committee put on a "Purity" skit with a senatorial candidate appearing for admittance only to be arrested by Senator James A. Reed, policeman. A member, representing Reed, sang a solo, to the tune "Here Comes Fatima."

"We are quite aghast at such presumption
When a candidate
Knocks upon the Senate gate
Everyone we view with the assumption
That he is a crook
And he must be brought to book.
We want to be exclusive,
We'll keep all others out—
And every time we see one coming, you will hear us shout:
Lock the doors and windows,
Chase that man away,
'Cause here in the Senate we are all so pure today."

Following is a list of the Gridiron members who gave the show and were hosts at the dinner tables:

Ashmun Brown, President; Clinton W. Gilbert, *Philadelphia Public Ledger*; C. K. Berryman, *Washington Evening Star*; John C. O'Laughlin, *Army and Navy Journal*; Leroy T. Vernon, *Chicago Daily News*; Arthur S. Henning, *Chicago Tribune*; W. W. Jermane, *Seattle Times*; Henry Suydam, *Brooklyn Daily Eagle*.

John E. Monk, *New York Times*; John Snure, *Des Moines Register*; Robert Patchin, New York; Henry Xander, Washington; Walker S. Buel, *Cleveland Plain Dealer*; Harry J. Brown, *Salt Lake Tribune*; J. Ha Cunningham, Washington; Charles G. Ro *St. Louis Post-Dispatch*.

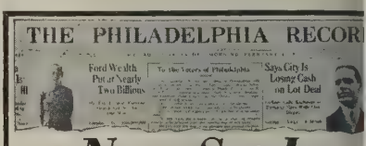
Charles S. Groves, *Boston Globe*; Edgar Snyder, U. S. Marshal; M. Harry Steve Washington; Walter E. Adams, Boston, Mas Mark L. Goodwin, *Dallas News*; James Wright, *Buffalo News*; Jay G. Hayden, troit *News*; R. M. Ginter, *Pittsburgh Gaze Times*.

Ernest G. Walker, *Bangor Commerci* Richard V. Oulahan, *New York Times*; Jan P. Hornaday, *Indianapolis News*; R. A. R erts, *Kansas City Star*; Mark Sullivan, N York *Herald-Tribune*; Alfred J. Stofer, I mingham *News*; Ulric Bell, Louisville *Cour Journal*; Charles P. Keyser, *St. Louis Glo Democrat*.

Robert L. Norton, *Boston Post*; Char Michelson, *New York World*; Robert Choate, *Boston Herald*; J. F. M. Bowie, N York; J. P. Miller, Washington; Robert Bar *New York Evening World*; Thomas F. Log New York; A. H. Kirchhofer, *Buffalo Ev ing News*.

Carter Field, *New York Herald-Tribu* E. B. Clark, *Chicago Evening Post*; J. Ryan, New York; Ira E. Bennett, *Washi ton Post*; H. E. C. Bryant *Charlotte Observ* Arthur J. Sinnott, *Newark News*; Stanley Reynolds, *Baltimore Sun*; John H. Sm Washington.

Herndon Tudor Morsell, Washington; F East, Washington; George H. Wilson, Wa ington; A. B. Pierce. Washington; Henry West, *Washington Post*; Henry Hall, *Pi burgh Chronicle-Telegraph*; John P. Sou Port Washington, Long Island, and P. Johnson, *Washington Evening Star.*



Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

SCHENECTADY UNION-STAR
130 AWARD FOR F., J. & G. LAND AND T
and Poor. He Slays Family Railway Cor
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

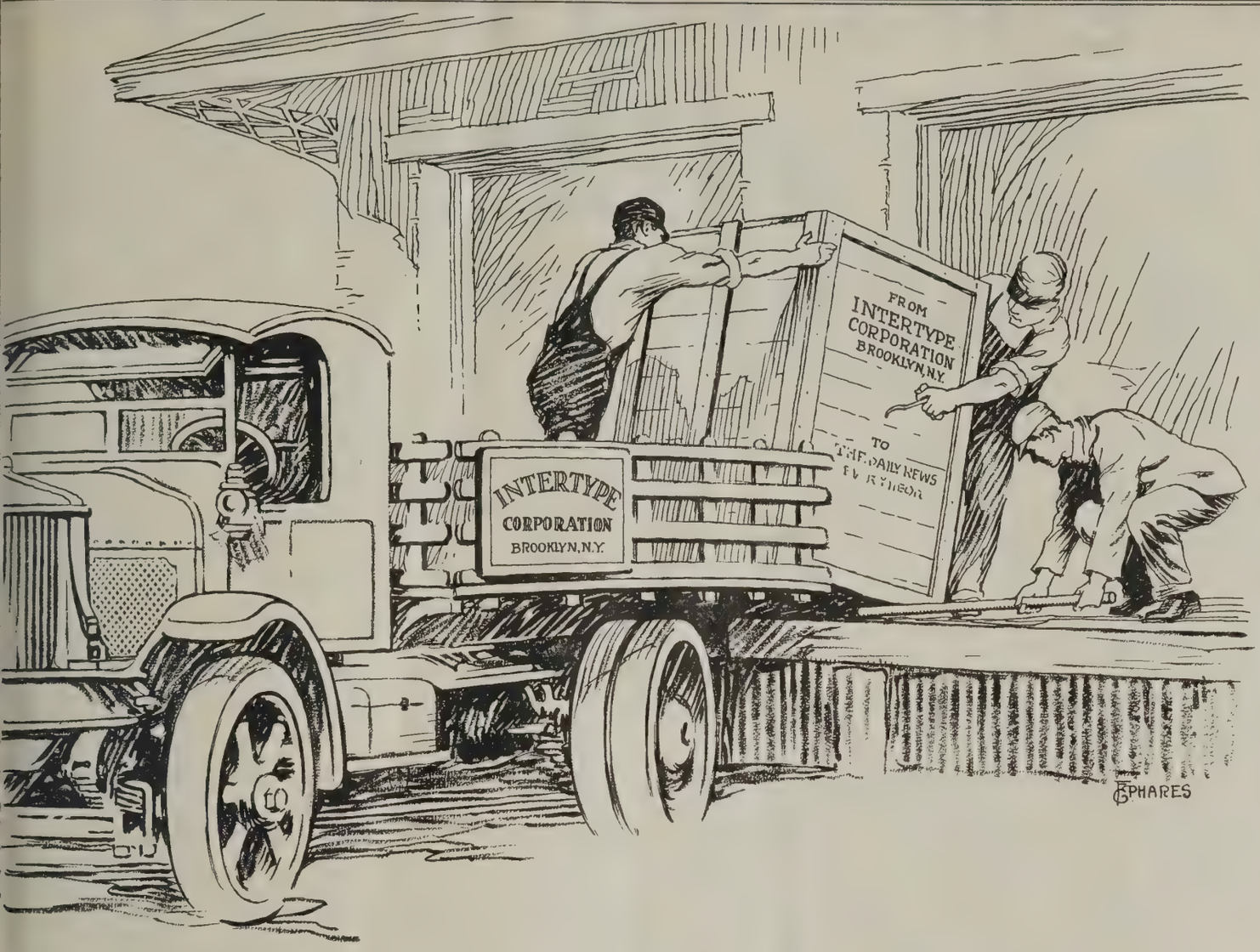
Largest HOME delivered circulation in Los Angeles!
Los Angeles Examiner
DAILY SUNDAY

Read and Approved

"I am very glad to refer inquiring men to the Classified columns of Editor & Publisher. I read the Classified advertisements every week with a great deal of interest and no doubt every executive does the same."

And the prominent Newspaper Executive who wrote the above knows our Classified, because, through that department, he got the opportunity that led to his present position and whenever he needs a man he consults our

Classified Service



A Repeat Order Is Proof of Satisfaction

Of all Intertype customers operating 10 or more Intertypes, 87% have shown their satisfaction in Intertype performance by one or more repeat orders while 63% have placed 3 or more repeat orders.

For the year 1926, 42% of all Intertype customers were *repeat-order* customers.

Could you ask any stronger proof of the uniform satisfaction with Intertypes?

Isn't it quite evident that the Intertype Composing Machine MUST *have very valuable features?* Wouldn't you like to know what these valuable features are?

Investigate....

Standardized INTERTYPE TRADE MARK

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Bldg.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 S. Main St.; *Boston* 80 Federal St.; *London; Berlin*

EDITORIAL



THE BOOTLEG TERROR

A GANG of men wearing flour sacks over their heads stopped the driver of an automobile on a country road in Georgia on the night of Feb. 25, pulled him from his seat, flogged him with straps, sticks and fists and flung his unconscious body on a highway bridge. When the victim revived he dragged himself home and the sheriff offered $300 reward for the apprehension of his assailants.

The man was H. M. Flanders, editor of the *Soperton* (Ga.) *News*. He is a cripple, having six years ago been shot by a thug because of an editorial printed in the News. The men who flogged the editor last week told him as he was lying in the road, that they would "learn him what to print in his paper."

What was the animus toward Mr. Flanders? Why, he had editorially complained of lack of enforcement of the dry laws in his county. He had said that it seemed to him as if "God had forgotten Soperton." He said that local citizens were profiting as bootleggers, defying principle and civic decency in order to get rich quick. That was the offense.

Poor old Editor Dale's fight in Indiana is similar, although his case is complicated by a judge whose conduct on the bench needs no characterization in a newspaper audience. Whisky was at the bottom of the slaughter of Don Mellett in Ohio. There is scarcely a week that EDITOR & PUBLISHER does not learn of some outrage or threat against editors who have dared to speak out plainly for law observance. The Bootleg Terror is sweeping over the country, usually aided and abetted by public officials. Just how high the evil influence goes we can only surmise.

No man in his senses will dispute the statement that public opinion in this country is heavily against the traffic in spirits and the United States is legally through with whisky, at least so far as this generation is concerned. While the laggard Federal government whines of the "impossibility" of dealing with offenders against the dry law courageous editors in many states are battling against the mischief that booze is creating among the people of their communities. When they use plain language, and commence to hit at the foul official conspiracy, that gives the bootlegger his only lease on life, they are flogged, locked up and persecuted or shot to death from the back.

It is a black chapter in newspaper history that is now being written. It is something for the defenders of free press and editorial candor to get excited about.

EDITOR & PUBLISHER puts the question to the craft: Is everything being done by newspapers that newspapers can do to support the causes of editors who are under fire? The Bootleg Terror becomes a hideous nightmare when it strikes at your own threshold, and that may happen any day to any honest editor. Shall the American press permit an ignorant, brutal, lawless mob to censor its opinion, "learning" us what we shall print?

Frank R. Kent in Baltimore Sun maintains that "since President Coolidge entered the White House he has had more solid support than any other President."

"TABLOID PRESS"

SOME standard-size papers in New York are frequently referring invidiously to the "tabloid press." We object to the generalization. If there is fault to be found with a newspaper, it should be called by name. "Tabloid" refers to form, not contents. The "tabloid press" represents almost as many degrees of virtue in this country as does the "standard-size press." We rise to a point of fairness.

The semi-annual satirical plays of the Gridiron Club, where the high dignitaries of the government witness humorous skits portraying public opinion on matters of public concern, and where "ladies are always present, but reporters never," is one of the staunchest pillars of democratic institutions.

And though I bestow all my goods to feed the poor, and though I give my body to be burned, and have not charity, it profiteth me nothing.—I. Corinthians, XIII; 3.

THE NEW NATIONAL ADVERTISING

LIKE the tale of a 1918 attack on the Western front reads the announcement of the Westinghouse Electric & Manufacturing Company's plans for an "all-newspaper" advertising campaign to sell its varied merchandise and services during 1927. Even today, when advertising people have become accustomed to thinking of agate lines by the billion and appropriations which run into seven figures, the facts of the Westinghouse campaign fall on the field with terrific impact.

Starting in April, the advertising message will be spread month by month thereafter, varying as the seasons and the articles in public demand warrant. It will be carried by 414 newspapers in 313 cities, reaching a local and trading area population in excess of 80,000,000 individuals. Nineteen million, three hundred seventy-five thousand copies of the selected newspapers are circulated daily. Only in the daily newspaper can national advertising be presented with the local, timely sales message; only in the daily newspaper can local advertising, with the direct, timely sales message, be duplicated until it assumes nation-wide proportions.

No special pleader for the daily newspaper has ever made so strong a case for the daily newspaper as has this company in its decision to change its advertising channel from general to specific, particular, sharply defined channels, and the reasons it gives to its sales force for the change. In the new era of competition between commercial giants, profit is derived from volume of business. Advertising is indispensable to the program, of course, not advertising, the mystery science, but advertising, the mass salesman, regimented and manoeuvred like every other element of the sales force. The shotgun distribution of "national" advertising in magazines cannot hold its place in the new trade alignment, against the hard-striking, straightline force of a well planned and timed campaign in daily newspapers.

In discussing the 2 per cent cash discount to advertising agencies, publishers should keep in mind that they are not dealing with the principal, but his agent, and that the service perforced by the latter is a prompt collection service.

ANOTHER "LAST FRONTIER"

ONE of the last links of the present with the frontier passed this week when the Texas Legislature amended the libel statutes which two generations ago replaced the six-gun as arbitrator of questions of honor between editors and outraged citizens. The times no longer call for laws which hardly permit the name of a man to be mentioned in newspaper columns unless with special precautions that the mention could in no way be construed as a reflection upon the mentioned, and newspaper men of the State hail the new statute as one of the most liberal in the entire libel code.

No newspaper man, however jealous he may be of professional privilege, can quarrel with a law which provides only that a news report be correct, fair and truthful. That is the daily aim, even though it sometime fails to hit the center of the target. Texas editors, in the past privileged only to report the legislative proceedings and placed under the burden of proving every assertion they reported from other sources, have won a notable victory in their long fight against influences, which preferred to operate in the darkness that the old law afforded.

THE SPIDER AND THE FL

HERE is a room, thirty feet long, twel wide, twelve feet high. A spider on his occasions paused on an end wall, a foot fr ceiling and six feet from either side. From his myriad ocular facets he leveled a long glar paling with it a fly, enjoying a siesta on the c side wall a foot from the floor and six fee either side wall. Knowing nothing of triangles tenuses, square root or trigonometry, the spide it a simple task to travel in the straightest possible line to his prey, and he thereby set for the best minds in America.

"How far did the spider travel?" the *Kans Star* asked its readers early last month. Eve the answers before them—40 feet—only a han the thousands who solve the Star's Sunday traced the spider's path. EDITOR & PUBLISHE weeks ago passed the idea to readers of "Hu with credit to the Star, and a new army of a Euclids wore pencils pointless and destroyed re copy paper. Their path to truth was blocke long line of decimals, which, in the bliss of hi ignorance, the spider had wholly avoided.

In despair, hundreds of them, apparently written to the Kansas City Star, demanding grammed demonstration of the spider's travel the Star's stock of reprinted answers was lo exhausted. The volume of personal mail sw the puzzle editor and was beginning to reac high levels in EDITOR & PUBLISHER office.

In response to an appeal from the puzzle edito started this fruitful speculation, we print on a page the chart of the eight-legged pest's voyag the earnest hope that our readers will turn thoughts to affairs of less importance and per and the Kansas City Star's people to do lik We've got to get busy next week with our tax blank, for instance.

California Newspaper Publishers Associa has adopted resolutions to mail back to employers of press agents all manuscripts s mitted, thus indicating the waste. The edi agreed to form local committees to handle p licity matter for all worthy charities o co-operative, non-profit basis. Good stuff!

ON THE RADIO

HUXLEY'S undying tragedy is with us a another theory has tangled with a set o facts and come away badly battered. months ago, gossip in advertising circles had manufacturers and others who engaged time air of commercial radio stations had paid $20,000,000 to reach the public through thi channel. The figure was as good as any otl the absence of definite information, and has accepted as plausible by some people well inf on other matters. Apparently, however, it is stuff that poets transmute into dreams.

Statistics for January, 1927, compiled by *N Advertising Records*, covering the paid broad over the three principal radio "hook-ups," i that the advertisers paid about $270,000 for th Many famous national advertising names contr to this total, which includes all of the bro advertising of the major stations in all parts country, but does not take over the hundreds o broadcast efforts through stations of small pow limited range. Assume that the total time char these efforts equal those of the listed "Red" and "Southern" radio chains—an assumption requires considerable effort. Assume also th cost of employing artists and entertainers is on the average to the cost of the station another assumption which approaches the far Assume also that January—at the height of the for good radio reception—represents only an a month. Taking all of these at maximum valu highest estimate of the sum spent in radio adve is less than $13,000,000 for the year. Half o figure is probably more nearly correct.

Anne Nichols sells "Abie's Irish Rose" t rights for $2,300,000, again demonstrating limitless heights of reward for mediocrity.

PERSONAL

ROBERT LINCOLN O'BRIEN, editor of the *Boston Herald,* spoke recently on "Lincoln and the American Ideals," at the Woman's Republican club, Boston.

William T. Dewart, publisher of the *New York Sun,* and Mrs. Dewart left New York on Tuesday for Florida.

Marcellus E. Foster, who recently joined the *Houston Press* as editor and part owner, was recipient Feb. 21, of a resolution extending the felicitations of the Houston Press Composing Room Chapel on his resumption of newspaper work.

Henry L. Stoddard, former publisher of the *New York Evening Mail* and later editorial adviser on the *New York Telegram,* sailed for a tour abroad following the recent sale of the Telegram.

J. E. Rockwell, former publisher of the *Duluth News-Tribune* is in New York to meet his wife, who is returning this week from an extended trip abroad.

M. E. Tracy, New York City, editorial writer for the Scripps-Howard newspapers, is on an extended trip during which he will visit all members of the group.

Thomas B. Shoaff, for 64 years in the printing business and 54 years editor and publisher, celebrated his 80th birthday anniversary Feb. 23. He is senior editor of the *Shelbyville* (Ill.) *Shelby County Leader.*

J. G. Kelly, owner and editor of the *Walla Walla* (Wash.) *Daily Bulletin,* recently purchased the controlling interest in the Church Grape Juice Manufacturing company of Kennewick and Pasco, Wash.

IN THE BUSINESS OFFICE

HERBERT L. THOMAS, JR., of the advertising department, *Columbus Ohio State Journal,* and Miss Rachel Young, daughter of Mr. and Mrs. Harvey R. Young of Columbus, will be married April 6. Mr. Young, father of Miss Young, is advertising manager of the *Columbus Dispatch.*

Howard F. Hancock, formerly with the advertising department of the *Oklahoma City Oklahoman and Times* in the local field promotion department, has resigned to become advertising manager of the *Seminole* (Okla.) *County News.*

Clare Cook, of the advertising department *Cleveland Plain Dealer,* and son of C. E. Cook, editor of the Scripps-Howard Ohio newspapers, has been appointed assistant director of the newly organized Columbus Industrial Bureau.

S. L. Hagen has joined the advertising staff of the *Port Angeles* (Wash.) *Evening News.*

Milton Gifford, of the detail department of the *Camden* (N. J.) *Evening Courier,* has been made head of the detail department of the *Morning Post,* published by the same company.

J. T. McGiveran, for seven years a salesman in the national advertising department of the *Chicago Herald & Examiner,* has been appointed head of that department. He has already assumed his new duties. He will direct the national business of the Herald and Examiner with full responsibility for the Chicago staff and for its offices in other cities.

IN THE EDITORIAL ROOMS

HERT HEAL, managing editor of the *Salt Lake City Telegram,* has joined the *Salt Lake City Tribune* as managing editor, a new editorial title on that paper. He is succeeded on the Telegram by Robert C. Elliott, formerly news editor of the *Indianapolis Star.*

Edward C. McAdams, for the past four years managing editor of the *Lynn* (Mass.) *Telegram-News,* has resigned.

Russell Bennett, former radio editor, *Boston Sunday Advertiser,* is conducting a department for *Radio Land,* a new magazine.

Harry N. Moore, until recently on the editorial staff of the *Camden* (N. J.) *Evening Courier,* has been appointed chief editorial writer for the *Morning Post,* published from the same plant.

William C. Howells, correspondent of the *Cleveland Plain Dealer* at Columbus, has been commissioned a major in the military intelligence branch of the officers reserve corps. He is a nephew of the late William Dean Howells.

Frank P. Sibley, reporter of the *Boston* (Mass.) *Globe,* addressed a meeting and banquet of alumni of Northeastern University Law School at the Boston City Club last week.

Ervin Christy, formerly with the *Jamestown* (O.) *Journal,* has joined the staff of the A. H. Prine newspaper agency at London, O.

C. A. Harrley, city editor of the *Pomeroy* (O.) *Daily Tribune,* has retired because of ill health.

Edwin V. O'Neel has been promoted from the copydesk to assistant city editor of the *Indianapolis Times.*

Kenneth Delano, Augusta representative of the *Portland* (Me.) *Press-Herald,* has been elected president of the Augusta Men's Club.

John J. Elson of the *Buffalo Evening News* staff submitted the prize-winning manuscript in a "Stories of Buffalo" contest conducted by the Buffalo Atheletic Club.

W. L. Martin has been made editor of the *Southeast Oklahoman* at Hugo, Okla.

W. S. Coughlin, sports writer for the *Buffalo Courier,* is with the Buffalo International League baseball team in training in Florida.

Ralph Thorn, editor of the Saturday tabloid of the *Buffalo Evening News,* is touring through the Pacific coast region by automobile.

Earle A. Meyer, former newspaperman, has joined the publicity staff of Famous Players-Lasky at the New York office.

Frank J. Barnard has resigned as city hall reporter for the *Lynn* (Mass.) *Telegram-News.*

Ernest LeRoy Cascadin, who has been doing assignments for the *Brooklyn Standard Union,* sailed two weeks ago for France. He will do special articles for the *New York World.*

Joseph Lilly, a reporter on the *Brooklyn Eagle,* is taking three months' vacation to finish a novel.

Clarence Paden has become editor of the *Woodward* (Okla.) *Daily Press,* succeeding Pierce Munsey.

MARRIED

EDWARD FRANCIS ROGAN of the *Fall River* (Mass.) *Herald News* composing room to Miss Madeline Mary McLear of Fall River at St. Patrick's church, Fall River, Feb. 21.

Harold P. Robinson, of the advertising staff, *Spokane* (Wash.) *Spokesman-Review,* to Miss Dorothy Lenore Stewart of St. Maries, Idaho, Feb. 15.

Edward Mulligan of Dorchester, Mass., former member of the staffs of the *Boston Herald and Traveler,* to Miss Margie Daley of South Boston, in New York, Feb. 24. Mulligan is now in the advertising department of the *New York Times.*

King Williams, editor of the *Chicago Heights Star,* to Miss Dorothy Marion Young of Chicago on Feb. 19.

FOLKS WORTH KNOWING

L. C. STRATTON, who is editor of the recently organized Associated Press Feature Service, has been connected with the A. P. for seven years, having joined the organization as an editor in the Kansas City bureau. Prior to that his early training had been on the staff of the *Winfield* (Kan.) *Courier.*



L. C. STRATTON

From Kansas City, Mr. Stratton was transferred to the Oklahoma City bureau, where he first entered the A. P. mail service. Later, after a short experience as correspondent in Lincoln, Neb., he became connected with the Chicago office as filing editor. This was in 1922, and shortly afterwards he was promoted to the position of director of the state mail services of the central division. Coming to New York a year and a half ago, he was appointed general mail editor, the position he held when the feature service was organized, and he was placed in charge of it.

SPECIAL EDITIONS

KINGSPORT (Tenn.) TIMES, 88-page Tenth Anniversary edition, Feb. 27.

Galveston (Tex.) *Tribune,* Greater Galveston edition, Feb. 24.

Shawnee (Okla.) *News,* 48-page Industrial Number, Feb. 27.

Galveston (Tex.) *Daily News,* 42-page Greater Galveston edition, Feb. 25.

Lexington (Ky.) *Herald,* 64-page Annual Thoroughbred edition, Feb. 24.

Newport (R. I.) *Daily News,* Home and Industrial Number, two sections, Feb. 23.

Terre Haute (Ind.) *Tribune,* Auto

(*Continued on page 22*)

We Announce the Appointment of

Frank K. Speidell

lately with the George L. Dyer Co. of New York

as a member of our sales organization, effective March 7

The McNaught Syndicate, Inc.

V. V. McNITT, President — TIMES BLDG., New York — C. V. McADAM, Vice President

This Is



LUCILLE VAN SLYKE

You have doubtless seen short stories or serials by her in the Saturday Evening Post, Collier's, Red Book, American, Ladies' Home Journal, McClure's, Pictorial Review, Harper's Bazaar, Delineator, McCall's.

Mrs. Van Slyke has written, especially for Metropolitan Newspaper Service,—

"That Gay Young Set"

A series of weekly short storials, each superbly illustrated, each complete in itself, but featuring the same principal characters

Combining Serial Pull with Short Story Speed

Send now for copy and terms

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager — Earl J. Hadley, Associate

150 Nassau St., New York City

(*Continued from page 21*)

Show Number of 22 pages, Feb. 20.

Rockford (Ill.) *Morning Star,* 10-page Palace theater anniversary number, Feb. 20.

Marysville (Cal.) *Democrat,* special section on completion of Hart building, Feb. 19.

Terre Haute (Ind.) *Sunday Star,* 38-page automobile show edition, Feb. 20.

Lawrence (Mass.) *Evening Tribune,* automobile show section of 26 pages, Feb. 14.

Worcester (Mass.) *Evening Post,* annual Home Craft edition, tabloid size, of 40 pages, Feb. 16.

Boston (Mass.) *Evening Transcript,* dog show section, Feb. 19.

NEW PLANTS AND EQUIPMENT

TWO new Duplex presses installed by the *Brisbane* (Australia) *Courier* were put in operation recently by Hon. J. W. Blair, Chief Justice of Queensland, and Justice Webb.

Sheboygan (Wis.) *Press* adopted a new type dress. Heavy headline letters have been replaced with Bodoni and Bookman light italic.

Cosmopolis (Wash.) *Times* is making plans for moving into a larger plant and increasing its equipment.

Monroe (N. C.) *Journal* recently celebrated its 33rd anniversary with the installation of a new press.

SUSPENSIONS

DOW CITY (Ia.) VISITOR suspended publication last week, after having been in existence 10 months. It was established by Earl J. F. Cooley and taken over later by Earl Wolven. The Bulletin, Denison, has taken over the subscription list.

Livingston (Wis.) *Leader,* well known southwestern Wisconsin paper, published the last 10 years by Harvey Schermerhorn, suspended last week and the publisher formed a partnership with his brother, who publishes a Muscoda paper.

HOLDING NEW POSTS

HERBERT F. KRETSCHMAN, from copy desk, *Seattle Star,* to editor, *Auburn* (Wash.) *Globe-Republican.*

Charles Brunner, from staff *Winlock* (Wash.) *News,* to *Raymond* (Wash.) *Advertiser.* Arthur Eastman has taken the place made vacant by Brunner's change.

PRESS ASSOCIATION NOTES

THREE Atlantic City news services, the Atlantic Press Service, K. E. Taylor Photos, and the Abner J. Gelula Service has combined as the Atlantic News Association.

Reginald P. Mitchell of the Miami Associated Press bureau has been sent to Palm Beach to cover news there during the season.

Myer Berger, rewrite man for the Standard News Association, New York, underwent an operation for appendicitis Tuesday at Peck Memorial Hospital, Brooklyn, and is convalescing.

Norman E. Brown, sports editor of the Central Press Association, has left for the southern training camps and will have a daily article during the training period.

Jack Cuddy has been transferred from the Atlanta Bureau to the New York office of the United Press. Roscoe Snipes succeeds him in Atlanta.

Pratt (Kan.) *Tribune* was this week elected to membership in the Associated Press. Charles W. Pratt is publisher.

CHANGES OF OWNERSHIP

RICHARD DOBYNS, partner with William Curry in the *Oregon* (Mo.) *Sentinel,* has sold his interests to Mr. Curry.

Edgar White, editor, and Charles W. Weisenborn, manager, have acquired the *Macon* (Mo.) *Republican,* which for many years has been operated by Philip Gans, former president of the Missouri Press Association.

Charles D. Ulmer and his son, Prescott Ulmer, have purchased the *Port Angeles* (Wash.) *Olympic Tribune.*

C. O. Hedrick has purchased the *Wewoka* (Okla.) *Capital-Democrat.*

Holden (Mo.) *Enterprise* was sold last week by Ralph G. Bray to Clarence J. Kearney.

Delphi (Ind.) *Citizen* changed hands last week when Henry B. Wilson and his wife sold the newspaper and office building to Edmund Parke Beadle of Rockville, president of the Indiana Democratic Editorial Association and former owner of the *Rockville Tribune.*

Thomas C. Snyder, publisher of the *Belmont* (Wis.) *Success,* which he founded in 1903, has sold the paper to Benedict & Moody, and will devote his attention to his duties as postmaster in Belmont. Mr. Snyder, a veteran of Wisconsin journalism, founded the *Cuba City* (Wis.) *News,* the Belmont Success and the *Livingston* (Wis.) *Leader.*

Plans for the annual spring frolic of the ADVERTISING CLUB OF INDIANAPOLIS March 7 to 12 have taken shape with the opening of headquarters at 36 West Ohio street in charge of Claude Wallin, show manager. The play "Patricia" will be presented at the Murat theater each night of the frolic.

ASSOCIATIONS

J. V. WEBER, publisher of the *Slayton* (Minn.) *Murray County Herald,* was recently elected president of the MINNESOTA EDITORIAL ASSOCIATION at its 61st annual convention, succeeding Carl Eastwood, of the *Le Seur News-Herald.*

The silver loving cup awarded by the WASHINGTON PRESS ASSOCIATION as a prize for the best slogan submitted in the "Awakening of Washington" campaign was awarded to H. N. Whitelaw of Oakesdale for the slogan—"Nature's Paradise; Man's Opportunity!"

At a recent meeting of the NEW BEDFORD (Mass.) ADVERTISING CLUB, Charles T. Smith was chosen president with Leo C. Higgins vice-president, and J. Maxim Ryder as secretary and treasurer.

More than two hundred members of the NEWSPAPER CLUB OF BOSTON met last week at the University Club for their annual banquet which had been postponed from last month. George W. Perkins, Edward E. Whiting, and Fred C. Green were in charge of the affair.

New officers of the PRESS PHOTOGRAPHERS ASSOCIATION OF BOSTON, include Lester R. McLellan, *Boston Advertiser,* president; Maynard N. White, *Herald-Traveler,* vice-president; Charles Snyder, free-lance photographer, secretary; Morris Fineberg, *Boston Post,* treasurer; Alton Blackinton, Herald-Traveler, assistant secretary; Robson Nelson, *Advertiser-American,* assistant treasurer.

ALLEGHENY COUNTY (Pa.) PUBLISHERS' ASSOCIATION held a meeting Feb. 25 as a tribute to Frank A. Crumb, editor of the *Alfred Sun,* who celebrated his 40th anniversary as editor and publisher of the publication.

NORTH LOUISIANA PRESS ASSOCIATION held a one-day semi-annual meeting at Monroe, La., Feb. 26. Fifty members attended. C. E. Faulk, publisher of the *Monroe News-Star,* president of the association, presided.

LEAGUE of ADVERTISING WOMEN of NEW YORK inspected the Brooklyn plant of the Mergenthaler Linotype Company, March 1, and in the evening held a dinner meeting in the Linotype cafeteria. Fred C. Grumman, manager of the New York Agency of the Company, welcomed the guests. Helen M. Rockey is president of the league.

BOSTON CLUB of PRINTING HOUSE CRAFTSMEN observed Newspaper Night at their banquet held at the Hotel Westminster in Boston last week. Carl A. Fowler of the *Transcript* was the toastmaster.

SCHOOLS

THIRTY-TWO students voted against theatre censorship, thirteen for absolute censorship, and three for a modified form in a recent poll conducted by Gilbert Gabriel, dramatic critic on the staff of the *New York Sun,* in his journalism class at New York University.

Maine Campus, University of Maine weekly newspaper has been taken over by a group of former newspapermen and writers, now connected with the faculty, headed by Edward H. Kelley, comptroller of the University and for many years managing editor of the *Bangor* (Me.) *Daily Commercial.*

Sixty students of the University of Iowa school of journalism have produced more than 24,000 inches of news matter, concerning the university, which has been printed in state papers, according to a summary of the activities of the first semester. Although the bulk of material went into local papers, clippings from a score of states are included in the grand total. Requirements are that each student have a minimum of 400 inches of copy printed each semester and a corps of 35 copy readers handle the news matter thus produced.

Russell Pierce, formerly publicity director at the University of Chicago, has been given charge of a new study course in public relations at the Medill School of Journalism of Northwestern University. Pierce was graduated from the University of Chicago, where he was editor of the *Daily Maroon.*

REJOINS UNION CITY DAILY

Haddon Ivins, Elizabeth Times M. E., Named Dispatch Editor

Haddoh Ivins, for 12 years managing editor of the *Union City* (N. J.) *Hudson Dispatch* has returned to that newspaper as editor-in-chief after an absence of one year in Elizabeth with the *Times* of that city. During his absence, Thomas F. Martin, owner of the Dispatch, and for 15 years Secretary of State of New Jersey, died, and Mr. Ivins returns to join in the management with William Rubel. Mr. Rubel has been with the Dispatch 20 years and is now president and general manager.

Morris Miller has been named day city editor. Miller was with the Dispatch for nearly 10 years, having left two years ago to become managing editor of the *Bayonne* (N. J.) *Times.* Frank Boyce remains as night city editor.

Two others of the former Ivins staff have returned to the Dispatch in the reorganization, Irving Brody who went with him to Elizabeth to write politics, and Alice Manning, feature writer.

Morris Lending, managing editor during Mr. Ivins' absence, has resigned.

WOULD BAR DENTISTS' ADS

A member of the dental profession who is a member of the Utah legislature has introduced a bill which would make it unlawful for any dentist or group of dentists to practice under an assumed name or a trade name of any kind, or to advertise prices for their services.

FLASHES

It takes a lot of vanity to fear that th kid won't turn out as well as you did.—*Vancouver Sun.*

A suitor, also, occasionally has a thi party scare.—*Florence* (Ala.) *Herald.*

The per capita apportionment library books is said to be six-tenths a book. By reading eight out of ten the modern novels the average pers can reach his quota.—*Cincinnati Enquir*

"Until last month," says D. L. H., regarded Texas as our outstanding h state. But while traveling through th section I found a number of cafeteri groceries operating under the name Helpy-Selfy Stores."—*Kansas City St*

In the armament race our bandits le those of all other nations.—*Brookl Eagle.*

One trouble with teeth in the Prohi tion Law is that they require so mu gold filling.—*Seattle Argus.*

Another thing about old Dobbin. Y didn't need to pour any anti-freeze in hi —*Vancouver Sun.*

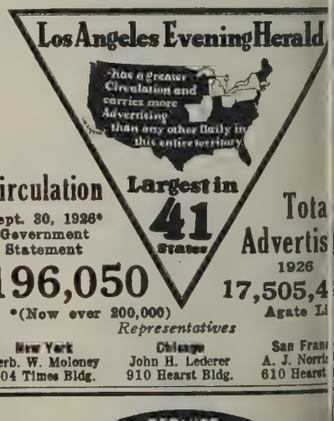
The molecule has been broken up, ports Professor Taylor of Princeton, charging mercury atoms with light ra The charge of the light brigade! L rays and atom!—*Chicago Daily News.*

The press is quite colorful these d reviewing the yellow peril, the red m ace and blue laws.—*Atlanta Constituti*

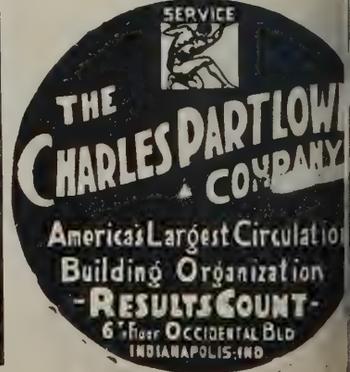
Headline informs us, "Noted Archit Sold His Art for Spite, Wife Say Judging by some public buildings, l of 'em do the same thing.—*H. R. Far in Edmonton Bulletin.*

The butchers use everything about hog but the squeal, and the consur uses that when he is told the price pork.—*Durham Sun.*

Altho the United States possesses 000,000 automobiles, the average Am ican buys three times as many shoes the European. Evidently the few pe trians left in this country must step liv —*Seattle Times*







Half a Million Dollars

stands between you and the hazard of Experiment

THE American Gas Association has set aside the sum of $500,000 for laboratory testing and development of Factory Furnaces using gas for a fuel.

Manufacturers are not asked to put their money in any gas-burning equipment on an experimental basis. Careful, competent and scientific investigation will be made on any industrial gas-burning equipment the installation of which is under consideration by any manufacturer.

Write to the American Gas Association or your local gas company for facts, laboratory test and record of performance. They will gladly supply you with all available data.

Gas is the Ideal Factory Fuel—clean, convenient, economical and easily controlled. Get the facts.

American Gas Association

342 Madison Avenue, New York City

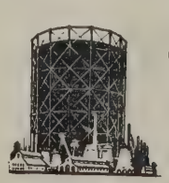
Send today for our interesting book,
"Gas—the Ideal Factory Fuel"

YOU CAN DO IT BETTER WITH GAS

Four Advantages of Gas

Dependable— any time, any place, any quantity.

Controllable— exact temperatures, automatically controlled.



Economical— lowest final cost per unit of production.

Clean— comfortable factory working conditions.

REPRESENTING THE NEWSPAPERS

Three Cardinal Rules of Newspaper Space Salesmanship Listed—Sydney Record Names William Wolfe—Six Point League Committee to Meet

THREE cardinal rules of newspaper space salesmanship were listed this week for EDITOR & PUBLISHER by one of the country's leading newspaper representatives. They follow:

"1.—Sell the real stability of your newspaper; its position in the field; and tell the truth about your field.

"2.—Never discuss the demerits of the opposition newspaper; discuss the merits of your own.

"3.—Sell white space backed by circulation in a definite buyer's market and unsupported by weak promises of co-operation."

"Destructive competition is one of the chief weaknesses of newspaper solicitation," this representative continued. "It is one of the most baneful things in the whole scheme of newspaper life. Comparisons are proverbially odious, and the stench of them is particularly strong in the selling of newspaper space.

"When a solicitor discusses his opposition paper to discredit it, the solicitation unsettles the space buyer's mind and breaks down his confidence in the whole system of newspaper advertising."

William Wolfe, publishers' representative, New York, has been appointed national representative for the United States, for the *Sydney* (Nova Scotia) *Record*.

The G. Logan Payne Company, New York, has been appointed to represent the *Merrill* (Wis.) *Herald* in the national field.

Hal Hursch, formerly a member of the staff of Guy S. Osborn, Inc., Detroit, has joined the advertising staff of the *Nation's Business*, Washington.

A luncheon meeting of the executive committee of the Six Point League, New York society of newspaper representatives, will be held at the Advertising Club of New York on March 8.

MITCHELL HONORED AGAIN

President of Northwest Missouri Press Heads Republican Editors

Fred Mitchell, editor of the *Excelsior Springs* (Mo.) *Standard* and president of the Northwest Missouri Press association, was elected president of the Republican Editorial Association of Missouri in St. Louis, recently. Walter S. Dickey, owner and editor of the *Kansas City Journal Post* who has served two years as president, again was offered the presidency, but declined.



FRED MITCHELL

Sam A. Clark, editor of the *Republican-Record* of Carrollton, was elected vice-president; W. B. Talbott of the *Warrensburg Standard-Herald*, recording secretary, and Charles W. Fear, editor of the *State Blue Book*, secretary-treasurer.

Mr. Mitchell is promulgator of a plan in Excelsior Springs which has resulted in $30,000 being raised for advertising that health resort in newspapers.

DAILY STARTS BROADCASTING

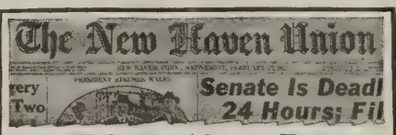
First Program of WBET, Boston Transcript, Put on Air Feb. 28

The *Boston* (Mass.) *Evening Transcript*, the only Boston newspaper to operate its own radio broadcasting station, went on the air for the first time from station WBET, Boston, 500 watts, 384 metres, Monday evening with a four and one-half hour program starting at 7 o'clock. Several features are being arranged for the initial broadcast from the new studios at the First National Bank building, 1 Federal street. Telephone lines will carry the transmission to the operating room in the Transcript building, 324 Washington street.

While the Transcript will be the only Hub paper to operate its own studio, the *Boston Globe* has just inaugurated the Boston Globe Studio of Station WEEI, broadcasting news bulletins four times a day over the Edison Electric Illuminating Company station from the private studio in the new quarters adjacent to the Globe building. The broadcasts are at 11:59 a. m., and 4, 7:50 and 10:05 p. m.

SUMMER CAMP FOR NEWS MEN

Alfred D. Greene, night wire chief of the United Press in New York, is going into the summer camp business this coming season. He will be granted a leave of absence to open "Six Point Lodge," a camp for newspaper men at Paudash, Ont., 80 miles north of Lake Ontario.



Now Set In

TRADE LINOTYPE MARK

Ionic No. 5



Now Set In

TRADE LINOTYPE MARK

Ionic No. 5

FLAPPER FANNY SAYS:



NEA Service, Inc.,
1200 West Third Street
CLEVELAND, OHIO

The Omaha Bee *an*
Omaha Daily New
=Combine=

GIVING ADVERTISERS A GREATER CIRCULATION THAN ANY OTHER NEWSPAPER IN NEBRASKA BY MANY THOUSANDS

THE Omaha Bee purchased the Omaha Daily News and merged the two newspapers.

The first combined issue was published on Monday Evening, February 14th, 1927. The merged newspaper is published under the name:

The Omaha Bee
The Omaha Daily News

We now are in position to offer advertisers by far the largest circulation of any newspaper published in Omaha and Nebraska. As quickly as possible a definite statement of the net circulation of the merged newspaper will be issued.

Below are the figures on advertising in the annual Automobile Edition of the Omaha newspaper published on February 20th.

(Measurements by Haynes Adv. Company.)

The Omaha Bee & Daily News . . . 47,432 lines
World-Herald . . . . . 35,714 lines

THE
Omaha Bee & Daily News
Nebraska's Greatest Newspaper

PRUDDEN, KING & PRUDDEN, *Representatives*
New York Chicago San Francisco Los Angeles
Boston Seattle



Reach New England at Small Sales Expense!

A single salesman can cover this small, compact, thickly populated territory in quicker time, with greater results, than two, three or more men in other territories.

New England's diversified manufacturing industries of stable products eliminate dull periods or slack times. The people are always at work and the earning power is not only constant but unusually large as proven by the high standard of living.

The majority of the population is concentrated in the large thriving cities within one-half to one hour traveling distance from each other. The large retail stores, modern and progressive are all centered in these cities where the great bulk of the trading is carried on. Distribution of products is therefore greatly simplified as the value of advertised goods is already established and dealer and jobber co-operation is easily obtained.

Don't overlook this market—a market of unusually large sales potentiality. These papers listed below have the facts to guide you and with a systematic plan of co-operation they will help you secure distribution in the shortest possible time.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
leboro Sun .....(E)	5,497	.03	.03
ston Globe .....(M&E)	278,988	.50	.50
ston Globe .....(S)	325,234	.55	.55
ston Transcript .....(E)	33,243	.20	.20
ston Post .....(M)	393,002	.60	.60
ston Post .....(S)	339,486	.55	.55
chburg Sentinel .....(E)	11,842	.06	.045
verhill Gazette .....(E)	16,061	.065	.05
n Item .....(E)	16,587	.065	.05
well Courier-Citizen and Evening Leader.....(M&E)	21,310	.07	.07
w Bedford Standard Mercury .....(M&E)	32,787	.10	.10
w Bedford Sunday Standard (S)	28,056	.10	.10
th Adams Transcript..(E)	10,265	.05	.04
sfield Eagle .....(E)	18,202	.05	.05
em News .....(E)	21,444	.09	.07
unton Gazette .....(E)	9,174	.05	.04
roester Telegram-Gazette (M&E)	92,862	.28	.25
roester Sunday Telegram (S)	50,960	.21	.18

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
*Bridgeport Post-Telegram (E&M)	44,446	.15	.15
*Bridgeport Post .....(S)	21,910	.10	.10
*Hartford Courant .....(M)	34,725	.09	.09
*Hartford Courant .....(S)	57,795	.13	.13
*Hartford Times .....(E)	53,665	.13	.13
*Middletown Press .....(E)	8,381	.05	.03
†New Haven Register..(E&S)	48,076	.145	.135
*New London Day.....(E)	12,671	.07	.045
†Norwich Bulletin .....(M)	12,826	.07	.05
*Norwalk Hour .....(E)	6,196	.04	.04
†South Norwalk Sentinel..(E)	5,188	.035	.03
*Stamford Advocate .....(E)	10,619	.05	.04
*Waterbury Republican-American (M&E)	24,018	.08	.08
*Waterbury Republican....(S)	15,214	.08	.08

MAINE—Population, 768,014

*Portland Press-Herald Express (M&E)	59,035	.18	.16

NEW HAMPSHIRE—Population, 443,683

*Concord Monitor-Patriot..(E)	5,309	.0375	.025
†Keene Sentinel .....(E)	3,934	.036	.023
*Manchester Union Leader (M&E)	32,032	.15	.12

RHODE ISLAND—Population, 604,397

	Circulation	2,500 lines	10,000 lines
†Newport Daily News.....(E)	6,442	.0336	.0293
*Pawtucket Times .....(E)	27,548	.08	.08
*Providence Bulletin .....(E)	69,039	.18	(B).25
*Providence Journal .....(M)	39,770	.11	(B).25
*Providence Journal.....(S)	70,186	.18	.18
*Providence News .....(E)	28,189	.08	.08
*Providence Tribune.....(E)	21,808	.10	.09
*Westerly Sun .....(E&S)	5,139	.025	.025
*Woonsocket Call .....(E)	14,680	.05	.05

VERMONT—Population, 352,428

*Barre Times .....(E)	6,998	.03	.025
†Bennington Banner .....(E)	3,155	.03	.015
Brattleboro Reformer.....(E)	3,416	.03	.0175
*Burlington Free Press...(M)	13,621	.05	.05
*Rutland Herald .....(M)	11,539	.05	.05
†St. Johnsbury Caledonian-Record .....(E)	4,057	.03	.02

*A. B. C. Publisher's Statement, Oct. 1, 1926.
† Government Statement, Oct. 1, 1926.
(B) Combination rate Daily Journal and Eve. Bulletin.

WOMEN IN ADVERTISING AND JOURNALISM

Arkansas City Traveler Claims to Be "Feminized"—Grace Walton to Leave on European Trip—Mary Margaret McBride's Latest Book Is Called "Charm"



(No. 1) Fern Bourland, copy girl, *Arkansas City Traveler;* (2) Miss Ruth Betts, make-up "man"; (3) Miss Hazel Myers, telegraph editor; Miss D. H. Stone, vice-president of the newspaper company and writer of household features.

JULIA G. HILL reports from Arkansas City, Kan., that newspaper work is "no longer mere man's job" in her town. She writes:

"When the two dailies in Arkansas City were consolidated less than three years ago into the present *Arkansas City Traveler,* there were just six women in the organization, three in the business office, one in the news department and two in the mechanical department.

"Today there are 16 women working for the Traveler, four in the business office, one of whom is cashier, six in the news department, one of whom is vice president of the Traveler, one, the telegraph editor, and one who devotes part time to advertising work; and six in the back office, one of whom is the 'make-up man.'

"Oscar Stauffer, editor of the Traveler, in discussing the 'feminization' of the Traveler office, says that the reason there are so many women on the force is simply that women have proved they can handle the work as well, and in many cases, better, than men.

"The four women who are in the business office are Frances Shirley, who has been with the paper nearly four years; Charlotte Boyd, cashier, who has been with the paper 3½ years; Hettie Calkins who has had nine years of newspaper office experience in the city; and Verda Lemmon.

The vice-president of the Traveler organization is Mrs. D. H. Stone. She also runs a feature in the household department of the news section each week.

"One of the most important positions on the paper held by a woman is that of telegraph editor, Miss Hazel Myers, who came with the Traveler last spring from Parsons, Kan.

"In the news department, besides Miss Myers and Mrs. Stone, there are three girl reporters, Mabel Bowman, Katherine Maus, and Levia Slater. Mrs. Walter Hutchinson is club editor of the paper.

"In the back office 'Midge' or Mrs. Ruth Betts, who is married and has two children, handles the make-up. She has been working on a local paper for 23 years. Mrs. Bessie Crowe, also married with two children, has been working on the paper 10 years. She is proof reader. Mrs. Eva Clark, Miss Elsie Benbrook and Miss Hilah Bell operate linotypes and Fern Bourland is copy girl, having taken the place of a boy who once held the job.

Grace Walton, advertising manager of Julius Kayser & Company, New York, is leaving March 12 for London and Paris to get style information for use in preparation of advertising copy for her company. She will be accompanied by Miss Ruth Taylor, editor of *Le Bon Ton.* From Paris, Miss Walton and Miss Taylor will go to Norway, Sweden and Denmark to study the newspaper situation in connection with style advertising in foreign countries.

The latest book by Mary Margaret McBride, formerly of the *New York Evening Telegram,* is called "Charm" and is scheduled for publication April 5 by the Rae D. Henkle Company, Inc., a new publishing house. Miss McBride is co-author with Alexander Williams.

Miss Mary Farmer of Bloomington, Ind., has joined the *Indianapolis Times* as society editor. She was formerly society editor of the *Shelbyville* (Ind.) *Republican* and more recently held the same position on the *Bloomington* (Ind.) *Telephone.*

Mrs. Ellen S. Patten, president of the Philadelphia Club of Advertising Women, defended the newspaper advertising columns in a recent address before the Pilomusian Club of her city.

"Advertising needs fair, honest, censorship," she said. "And that lies in your hands. You are the purchasing agents of the American home. When a product is advertised dishonestly you can refuse to buy it. I hold no brief for newspapers, but I do say this, that from the very nature of their creation, justice requires that we do not place the burden of censorship upon them. Most advertisers are honest. Mistakes are bound to creep in. Our American club woman has accomplished so many things that as she comes more and more to give her attention to advertising I know she will have a sympathetic understanding for its needs and its aims."

Miss Betty Kirk, graduate of the University of Oklahoma, has been employed as reporter for the *Oklahoma City* (Okla.) *News.*

CHARGED WITH THEFT

Steubenville Herald Star News Man Held in $2,500 Bail

An investigation inaugurated by the *Steubenville* (O.) *Herald-Star* after numerous Steubenville business houses had reported the theft of money from the mails led to the arrest and confession of Ralph S. Miller, 34, its telegraph editor, and one of the most popular and most efficient news writers in Eastern Ohio. Miller is free under $2,500 bond to await action of the federal grand jury following arraignment before U. S. Commissioner James Borkowski.

Miller claims to have obtained about $400 by use of keys to lockboxes in the new federal building that were obtained when box renters forgot to remove the keys from the doors. When arrested, he had 26 keys to lockboxes in his pockets.

NEW SEMI-WEEKLY

The *Chicopee* (Mass.) *Herald,* semi-weekly, was launched with the issue of Feb. 22, sponsored by the Chicopee Board of Trade and Kiwanis Club. Lester G. Taft is editor, George E. Walsh, advertising manager, and E. C. Lackie classified and circulation manager. The sponsors expect to turn the paper into a daily.

U. S. WELL INFORMED CHINESE TROUBLES

Associated Press Veteran Says Americans Receiving Better News Struggle Than Residents of Shanghai

Readers of American newspapers more about the Chinese civil war natives and foreigners living in Shar Walter Whiffen, recently Peking respondent of the Associated Pres clared last week.

Since his return to this country, Whiffen said he had received letters friends in the Orient asking him Chinese war news.

"American newspapers are consid the Chinese situation more seriously it is regarded in China," he conti "There it is a case of business as in the day time, with the night clu full swing evenings."

Mr. Whiffen sailed Friday of week to become the A. P.'s Moscow respondent, succeeding James A. who will return to this country leave of absence. He has been in R before for the Associated Press, h been in Petrograd in 1914. He has with the A. P. 26 years, startin Chicago after experience on the *Ch American.* In addition to servic Peking he has also been correspond Mexico City. In 1912 he wrote from Mexico under fire during the battles which preceded the arrest assasination of Madero.

BICKEL A BROADCASTER

Describes World News Gathering Over Two "G.-E." Stations

Karl A. Bickel, president of United Press Association, gave a f minute talk from WGY, the Ge Electric Company's radio statio Schenectady, Feb. 18. Mr. Bickel t on "The News and You," in whi took occasion to explain just wh required in the collection of news international agency. In addition t ing broadcast on the regular wave l of 379.5 meters, the talk was also b cast over 2XAF on superpower c short wave of 32.79, the one whic been frequently rebroadcast in En and South Africa and has been hea Australia and Chile. Mr. Bickel introduced to the radio public by M P. Rice, manager of broadcasting f General Electric Company.

The San Diego Uni
For a Greater San Diego
Now Set In
TRADE LINOTYPE MAR
Ionic No.

TULSA DAILY WORLD
NDS LIFE AS SON ADMITS TI
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

The Morning Tribu
Fate Moores Foot fro Speed Boat
COURT UPHOLD
RIGHT TO KEE
Now Set In
TRADE LINOTYPE MAR
Ionic No.

EDITOR & PUBLISHER

Announces

A NEW SERVICE

To General Advertisers and Advertising Agencies

in the publication, beginning soon, of a notable series of articles, continuing for months to come, giving entirely new, original, simplified and tested

KEYS TO CONSUMER BUYING ABILITY

BY STATES, COUNTIES AND CITIES, FOR SIX MAJOR CLASSES OF COMMODITIES.

These articles will be accompanied by charts and maps, with full directions for ascertaining whether enough sales or advertising effort is being spent for YOUR product in any city or trading area in the country.

Nothing like them was ever before published. They completely revolutionize the use of index figures in computing the potential worth or buying power of any community, in that they give a different index figure for the six different kinds of products of mass appeal, into one of which will fall almost every commodity nationally sold.

The first article shows the fallacy of the nine basic elements that are commonly used in arriving at buying power index figures, and explains why the two elements of population and income alone are sufficient—if, as is done by the author, a different weighted index figure is computed for each class of products for each city.

The first state to be taken up is the State of Massachusetts, with detailed buying power index figures for each of its 14 counties and each of its 70 cities of over 10,000 population.

These charts will show some market conditions existing in certain cities hitherto undreamed of by many general advertisers, the revelation of which should cause revisions in many campaign plans.

Watch out for these articles. They are written by Nelson H. Seubert, a past master in the art of compiling market statistics, and are the result of long study, first-hand research, repeated checkings and practical tests.

BUILDING NEWSPAPER CIRCULATION

Airplane Helped San Diego Tribune Solve Distribution Problem Caused by Storm—Carrier's Job Held as Antidote for Crime—Parker Made Circulation Manager of Chicago American



Loading San Diego Union's plane with papers for flood area.

WHEN the recent storms on the Pacific Coast isolated the Imperial Valley and San Diego's back country, the enterprising circulation department of the *San Diego Evening Tribune and Morning Union* pressed an airplane into service to distribute papers. A. J. McCutcheon of the circulation department of the two papers, carrying a cargo of Tribunes and Unions, was the first man through and over the mountains and the storm-stricken area.

In the photograph reproduced above, Dewey Schellenberg, assistant circulation manager, and aviator Douglas T. Kelley are loading papers into an airplane preparatory to taking off. E. H. Schlink is shown at the cabin window, while George Hammong "gasses up" the 'plane.

The newspaper carrier's route was recommended as an excellent antidote for crime by Detective Lieutenant Fred P. Good of the Worcester, Mass., headquarters bureau in a recent interview. Lieutenant Good, who has charge of the detectives' night division, declared that the habits of thrift, industry and honesty cultivated by boys who carry papers have an excellent effect on the newsies.

Walter J. Parker has been appointed circulation Manager of the *Chicago Evening American* and C. R. Deuel, assistant circulation manager.

Mr. Parker came to the American eight years ago as circulation promotion manager, was later advanced to country circulation manager and then made assistant circulation manager.

Mr. Deuel has been with the Evening American for 15 years and has advanced from a clerk in the circulation department to superintendent of the mailing room and then to city circulation manager.

W. A. Buck has been appointed circulation manager of the *Wilmington* (N. C.) *News-Dispatch.*

H. L. Belle has resigned as circulation manager of the *Wichita Falls* (Tex.) *Record News* to become circulation manager of the *Texas Commercial News,* a monthly magazine published at Sugar Land, Tex.

Worcester (Mass.) *Evening Post* is offering to those who obtain three new six-months' subscriptions the new "Post Dodger," a 56-inch sled.

The *Brockton* (Mass.) *Enterprise* is seeking new subscribers by offering a series of puzzles such as cross-word, checkerboard, picture and other types of brain teasers appealing to the newspaper readers. Theatre tickets and candy are offered as prizes to the winners. Another circulation booster now being used by the Brockton newspaper is a "prettiest baby contest" which it it staging in co-operation with a local theatre and photographer. Brockton merchants are donating merchandise for prizes in addition to three grand prizes in gold. The winners will be filmed for presentation at the theatre.

A travel accident policy is being offered by the *Lawrence* (Mass.) *Telegram* to its new and present readers at a small additional cost.

The *Lawrence* (Mass.) *Evening Tribune* has just conducted a Washington Essay Conest among the grammar school pupils of Greater Lawrence, with five cash prizes totaling $35.

The Chicago Tribune is awarding $50 in prizes daily in a "Snappy Cum-Bax" contest. Each day an illustration and a first line appear in the paper, and the prizes are awarded for the best snappy come-backs for the second line. The prizes are awarded as follows: First prize, $25; second prize, $10; third, fourth and fifth prizes, $5 each.

An epidemic of questions has hit the Chicago newspapers, following the discussion aroused by the book of general information, "Ask Me Another." Three Chicago papers—the *Daily News,* the Tribune, and the *Evening American*—are now printing sets of questions for their readers to answer. The Daily News prints its list of questions in place of its cross-word puzzles twice a week, and with the questions a report of the grade made on them by prominent Chicago fans. The answers appear a few days afterwards. The American does much the same thing, but it prints the questions daily and the answers on the same day. The Tribune has been reprinting the questions from "Ask Me Another" on its book page, but starting Saturday, March 5, Fanny Butcher, literary editor of the Tribune, will award a weekly prize of $25 for the best list of 25 questions concerned entirely with literature. The answers will be printed one week after the questions appear.

Charles S. Wilson, circulation manager of the *Columbus* (Ohio) *State Journal and Dispatch,* has been elected a director of the First National Bank.

The *Boston* (Mass.) *Traveler* is conducting its eighth annual short story contest for high school students in New England. George B. C. Rugg of the Traveler staff has been appointed short story editor. The Boston paper is offering $155 in ten cash prizes. The stories must not be more than 1,000 words in length. Three dollars will be paid for all specimen stories published. During the seven years that the contest has been run, a steadily growing interest in composition has been aroused and more than 10,000 stories have been submitted.

The *Concord* (N. H.) *Daily Monitor-Patriot* is carrying on its front page at frequent intervals special sketches of its newsies under the caption "Future Concord Business Men." R. C. Bishop, circulation manager, said this week:

"The feature has not only created much favorable comment from the reading public, but has also developed a splendid *esprit de corps* among the carriers."

The Monitor-Patriot established a newsboys' club last October. The club meets weekly at the local Y. M. C. A., and the organization is assisting the newspaper materially in building its circulation, according to Mr. Bishop.

The *New York Daily Mirror* is broadcasting the names of its contest winners from station WHN, New York. The same Hearst tabloid is also broadcasting certain of its feature headliners, such as its dog exchange and advice to the lovelorn. It is adhering to the general policy of the Publishers Association of New York and is not broadcasting news.

AMERICAN PRINTER SOLD

M. C. Robbins of the Robbins Publishing Company, New York, has purchased the *American Printer,* a graphic arts magazine established in 1858. Mr. Robbins is publisher of *Advertising & Selling, Gas Age-Record, Brown's Directory of American Gas Companies, Gas Engineering* and *Appliance Catalogue.*

RALPH PULITZER PLANS SECOND AFRICAN HUNT

RALPH PULITZER, editor of the *New York World,* is planning to start on his second big game hunt this coming July. He expects to sail from Southampton, England, about July 16, for Angola in West Africa, and will probably return to this country about the middle of November.

Mr. Pulitzer had considerable success as big game hunter last year, bringing back many specimens. On this forthcoming expedition, the World editor will be accompanied by Alan A. Black, a noted hunter.

During his absence it is understood Herbert Pulitzer will be in charge of the World. The younger brother is now active in the editorial direction of the Evening World.

ALLARDYCE RESIGNS FROM EAGL

James J. Allardyce this week resigne as circulation director of the *Brookly Eagle,* a post he had held since N vember, 1925, when he left the *Alban Knickerbocker Press.* Mr. Allardyce ha established a system of circulation branc offices in Brooklyn and Long Island.

RATCLIFFE TO LECTURE

Will Give Two Newspaper Addresse at Yale, March 10-11

Yale University has announced that th Bromley lectures for this year will b given by Samuel K. Ratcliffe, Englis journalist, in Sprague Memorial Hall c March 10 and 11. His subjects will b "Your Newspaper and Ours," a compar son between American and Englis journalism, and "The Centre of Powe A Study of the Altered Positions Editor and Manager." He will also di cuss the great newspaper consolidations the past few years.

Mr. Ratcliffe has been editor of th *London Echo,* and at one time was actin editor of the *Statesman.* He spent thre years in Calcutta, India, after which h edited the *Sociological Review* for seve years. He has represented the *Ma chester Guardian* in the United States.

The Bromley Lectureship, founded memory of Isaac H. Bromley, B.A. Ya 1853, for many years an editorial writ on the *New York Tribune,* provides f annual course of lectures on journalis literature, and public affairs. The fir lecture on this foundation were give by Whitelaw Reid. Frank A. Munse Bliss Perry, Hamilton Holt, Richa Hooker, Col. Norris G. Osborn and D Marquis have also given Bromley lecture

ENGLAND "REGRETS" BILLBOARD

The smothering of the English lan scape with posters and billboards "aft the American manner", was consider a cause for universal regret by speake of the Oxford Union, historic debati society, in a debate held Feb. 27 Oxford. It was conceded that adverti ing might be a good thing in Americ where "big business makes its home a competition is acute," but the debate deplored the introduction of mode advertising methods into English li

more local!

LOUIS BROWNLOW

on live topics of local interest to the citizens of your city

Distributed by

CURRENT NEWS FEATURES, INC.

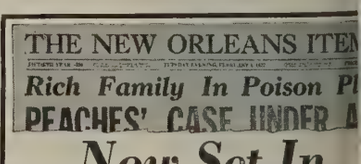
Star Building Washington, D. C.



Now Set In

TRADE LINOTYPE MARK

Ionic No. 5



Now Set In

TRADE LINOTYPE MARK

Ionic No. 5

T. S. HOMANS, INTERTYPE ENGINEER, DIES

eft Linotype Company to Develop First Intertypes—Fifty-one Patents Granted Covering His Inventions

Thomas S. Homans, designing engineer the Intertype Corporation since its in- ption in 1912, died in the Brooklyn Hospital after a major operation, Saturday, Feb. 26. He is survived by his wife Mary Alexander, and one son Robert, 18.



Thomas S. Homans

Mr. Homans was graduated from the Yale-Sheffield Scientific School in 1892. He was a member of the American Society of Mechanical Engineers and of the Yale Club.

pon leaving college he immediately ered the composing machine field, be- ing with the famous Paige Composi- Company of Chicago. This is the hine in which Mark Twain was very vily interested and lost a large sum noney when it finally proved too com- ated for practical use.

fter the failure of the Paige Com- y, Mr. Homans spent several years in gning and developing machine tools, n elevators, envelope making ma- es, paper cutters, etc., but his early rest in composing machines eventu- induced him to return to that field. joined the Mergenthaler Linotype pany, of Brooklyn, as an experi- tal engineer, working in that or- ization from 1904 to 1912. It was Homans who designed the Linotype el 5, the first Linotype to have a ck-change" magazine.

1912 he joined the Intertype Cor- tion and developed the first Inter- with one magazine. Later he de- ed a two-magazine machine and then ree-magazine machine, as well as side with one, two and three magazines. out two years ago the Intertype oration brought out a "mixer" ma- which had been designed by Mr. ans more than ten years ago. Fifty- patents have been granted covering nventions of simplification and im- ements in typesetting machines, of which were of major impor-

. Homans was born in Englewood, , 56 years ago.

e following resolution was passed by ntertype Board of Directors: "Re- d, That the Board of Directors of type Corporation records its sorrow e death of Thomas S. Homans, who een Chief Experimental Engineer of rporation during its entire existence. Homans possessed great skill as an eer which, added to a rare creative , resulted in distinct advancement, gh his efforts, of the typesetting ma- art.

is personality was so attractive that of his associates feels in his death sonal loss."

The Knoxville Journal

SLATION IS PASSED BY S

Now Set In

TRADE LINOTYPE MARK

onic No. 5

JAMES W. BARNHILL

James W. Barnhill, 80, died in Presbyterian Hospital, New York, Feb. 25. Of his seven children, all living, five are connected with the advertising or publishing business. J. D. Barnhill is one of the principals of Lord & Thomas & Logan, New York; W. Roy Barnhill is chairman of the board of W. Roy Barnhill, Inc., New York, publishers' representatives; Mrs. S. Keith Evans is the wife of Keith Evans of the firm of Evans, Kip & Hackett, New York, advertising agents; Mary Boone Staples is the wife of Henry Lee Staples, president of Staples & Staples, Inc., advertising agents of Richmond; and George B. Barnhill, advertising manager of the Farm Finance Corporation, Oakland.

DONALD GILLIS

Donald Gillis, 57, editor of the *Asheville* (N. C.) *Citizen,* died suddenly Feb. 23, of heart failure. Mr. Gillis served as chairman of the board which for many years operated the Pack Memorial Library as a private institution; and he held the same office after the library was taken over by the city of Asheville several years ago.

JOURNALISM DIRECTOR DIES

Prof. Charles H. Weller, director of the School of Journalism of the University of Iowa, Iowa City, died this week following a long illness. Prof. Weller was also Professor of Greek and in charge of all University publications, with the title of University editor.

Obituary

WILLIAM H. TUCKER, associate editor of the *Columbus* (Ga.) *Enquirer-Sun* and co-publisher of the *Russell* (Ala.) *Register,* died of pneumonia at a hospital in Columbus recently. Burial was at his native city, Seale, Ala. His column "Home Brew" which appeared daily in the Enquirer-Sun was widely quoted in the South.

WILLIAM HENRY ORR, who died at Gulfport, Miss., and who is believed to have been the last surviving person who was present at the ceremony of confederation of Canada, on July 1, 1867, was born in Powmanville, Ont., in 1836. For three sessions he was parliamentary reporter of the old upper and lower Canada legislature at Quebec. Mr. Orr had the distinction of being the first shorthand writer in Canada. At one time he owned and edited the *Oshawa Vindicator.*

J. B. STROUPE, 83, former editor of the *South Solon* (O.) *Advance,* died at his home Feb. 20. He was a veteran of the Civil War, and served 12 years as mayor of the town.

WILLIAM H. MCMEIN, 67, city editor of the *Quincy* (Ill.) *Whig* in the '70's and advanced to managing editor when he resigned to open a commercial printing plant which he conducted until his retirement two years ago, died Feb. 21 in Quincy.

RALPH S. BOYESEN, 43, who rose from police reporter to Director of Public Relations in the Los Angeles police department and organized the Southern California Academy of Criminology, suffered a stroke of apoplexy and died at his Los Angeles home Feb. 24.

DR. JOSEPH H. HILL, 79, father of Alfred G. Hill, owner of the *Arkansas City* (Kan.) *Daily Traveler,* died recently at his home in Kansas City, Kan.

JOHN T. CLAPP, 57, reporter for the *Burlington* (Vt.) *Free Press,* died Feb. 27, at a local hospital.

EVERETT A. ANDERSON, 71, former publisher of newspapers in Bolivar, Friendship and Cuba, N. Y., and at one time a member of the editorial staff of the *Rochester Democrat and Chronicle,* died in his home in Bath, N. Y., after a long illness.

MAJOR WILLIAM C. HANDY, 66, one-time managing editor of the *St. Paul Pioneer Press,* died in Los Angeles, Feb. 20.

WILLIAM V. FINK, 50, for nearly 30 years city editor of the *Goshen* (Ind.) *Democrat,* and one of the best known newspaper correspondents of northern Indiana, is dead at his home after an extended illness.

JOHN FITZGERALD, 30, former *Quincy* (Ill.) *Journal* reporter and later of the *St. Louis Star* and *Post-Dispatch,* died recently in Monrovia, Cal., where he had been the last year following a nervous collapse.

HENRY WILSON YOUNG, 79, former state senator of Kansas and publisher of the *Independence* (Kan.) *Weekly Star and Kansan,* died recently at his home in Coquille, Okla. He was at one time one of the owners of the *Topeka State Journal* and was editor of that paper.

E. M. FUNK, 79, founder of the *Rogers* (Ark.) *Democrat* and father of Erwin Funk, present editor and owner, died at his home recently.

C. F. LAKE, editor of the *Republic* (Wash.) *News-Miner,* died Feb. 24, following an attack of apoplexy several days previous. He was born in Wisconsin, in 1859, starting in the newspaper busniess when 12 years old as a "devil" in a small South Dakota town.

The Parkersburg News

hat's Political ... DEFENSE HARRY DAUGHERTY IS ... RUDNER ASKS FOR A SECOND TRIAL ... PREPARE MORE DATA TO SUBMIT ... Woma Collisi

Now Set In

TRADE LINOTYPE MARK

Ionic No. 5

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, RICHMOND, ATLANTA, BUFFALO, PITTSBURGH, CLEVELAND, DETROIT, CHICAGO, CINCINNATI, ST. LOUIS, MILWAUKEE, MINNEAPOLIS, KANSAS CITY, DES MOINES, DENVER, LOS ANGELES, SAN FRANCISCO, PORTLAND, SPOKANE, WINNIPEG



Has your net income from national advertising increased like this?

1918 - - - - - $7,705.69
1919 - - - - - 11,347.28
1920 - - - - - 15,174.44
1921 - - - - - 17,402.63
1922 - - - - - 21,372.69
1923 - - - - - 27,235.04
1924 - - - - - 36,912.73
1925 - - - - - 39,808.55
1926 - - - - - 60,795.00

"Every annual showing shows we keep your profits growing"

Howland and Howland
Newspaper Representatives
New York Chicago Phila.

"Fair dealing begets good feeling"



CLIP HERE

Howland and Howland
New York Office
393 Seventh Avenue
(Equitable Life Bldg.
opposite Penn. Station)

Gentlemen:
We do not commit ourselves in any way. But if you are in a position to represent us, if appointed, please send some one to tell us how you would go about increasing our income from national advertising.

Name .....

Address .....

WHAT'S WHAT IN THE FEATURE FIELD

I. N. S. to Start Pictorial News Service—Marion Talley Signs with Famous Features—NEA plays "Father Confessor" to Washington Wives—Garden Series on Market

H. A. McNITT, formerly editor and manager of the Central Press Association, has organized a new pictorial mat service for the International News Service and the King Features Syndicate, Inc., New York. He will be in charge of the new service, scheduled to start March 14, assisted by Clark Kinnaird, a former C.P.A. editor, and more recently with Johnson Features, Inc.

Mr. McNitt arrived in New York this week following a tour he has been taking to complete arrangements for the new venture. In addition to news pictures, the service will include illustrated features, localized to suit various sections of the country, it was announced.

Marion Talley, youthful star of the Metropolitan Opera Company, is writing her story for the Famous Features Syndicate, New York. The series will probably be called "The Price I Paid to Become an Opera Star at 17."

Marjorie Henderson, creator of "The Boy Friend" a daily comic distributed by the Ledger Syndicate, has started a new daily comic for the same syndicate called "Steaming Youth."

A garden series which has been appearing in the *Philadelphia Record* for the last few years is now being syndicated nationally by the author, Mrs. Donald Ashcraft Hilsee, Gwynedd Valley, Pa.

Theodore Dreiser, novelist and former newspaper man, has written a new series of articles for the Metropolitan Newspaper Service, New York.

A new series entitled "Confessions of Washington Wives" was announced this week by the NEA Service, Inc., New York and Cleveland. Allene Sumner, the author, spent several weeks in Washington interviewing the wives of Senators and Representatives to obtain material for the feature.

John C. Kofoed, assistant sports editor of the *New York Evening Post*, is author of "Today in Sport," a new feature being offered by the Ledger Syndicate, Inc., Philadelphia.

Johnson Features, Inc., will move into new offices in Cleveland this month. This syndicate has been using the machinery of the *Cleveland Times* and will have its own equipment at the new headquarters.

Barbara Webb, author of "Joy" has finished a new serial for Famous Features Syndicate, New York. It will probably be titled "Sherry."

Neal O'Hara, former columnist of the *Boston Post* and later on the *Boston Traveler*, whose column is now handled by the New York World Syndicate, has left Boston for the Pacific Coast where he is to write film titles for the Film Booking Office at Hollywood.

Harold S. W. MacFarlin, who writes a daily inspirational feature for the *Rochester Journal and Post Express*, is now selling the feature nationally.

"Think!" is the title of a daily editorial feature by Harlan Eugene Read, marketed by the H. E. Read Newspaper Syndicate Service, St. Louis, Mo.

Short stories for newspaper publication now being offered by the Metropolitan Newspaper Service, New York include: "The Quest" by Percival Christopher Wren; "The Purple Scarf," by Fanny Heaslip Lea; "The Third L," by Royal Brown; "The Bride Book," by Margaret Culkin Banning; and "Matrimonial Conversations," by Alice Duerr Miller and F. P. Adams, conductor of the Conning Tower of the *New York World*.

Peter McGregor, photographer, is now in Florida taking pictures at the baseball training camps for Acme Newspictures and NEA Service, Inc.

DOCTOR TOURS COAST

McCoy Lectures Under Auspices of Ten Newspapers

Thousands of newspaper readers attended health lectures delivered by Dr. Frank McCoy, head of the McCoy Health Service, Los Angeles, in ten cities of the Pacific Coast late last month. Dr. McCoy spoke under auspices of newspapers which are subscribers to his service.

These newspapers include the *San Diego Tribune, Los Angeles Record, Oakland Tribune, San Francisco News, Portland Telegram, Tacoma Times, Seattle Star, Bellingham Herald, Vancouver Sun*, and *Spokane Chronicle*.

In Vancouver, fully 8,000 people were turned away, although the Vancouver Sun had engaged the Hotel Vancouver auditorium, which accommodates 2,200, according to R. J. Cromie, publisher.

RUDNER GETS LIFE

Is Second to Be Sentenced in Slaying of Don R. Mellett

Ben Rudner, Massillon Ohio hardware merchant, was sentenced to life imprisonment, Monday, for his part in the slaying of Don R. Mellett, crusading editor of the *Canton Daily News*.

The sentence was pronounced after two defense motions, one of which sought a new trial for Rudner, the other asking his dismissal on the ground that the verdict returned against him last week was illegal, were overruled.

Rudner was found guilty of second degree murder. Patrick McDermott is serving a life sentence for the Mellett slaying and Louis Mazer, a third alleged conspirator, is awaiting trial.

U. P. OFFICE ENLARGED

Press Association's Now Occupies Nearly Whole Floor of World Building

Headquarters office of the United Press in New York is being enlarged, and when the work is completed the news room will occupy approximately 2700 square feet. The wire room is also being re-equipped with filing tables and machine printers, so arranged as to make for speed and orderly handling of the news.

Enlargement of the news room has necessitated a re-arrangement of the executive offices. New offices have been added, and the U. P. now occupies virtually the entire third floor of the World Building, 63 Park Row. Electrical engineers have installed a new lighting system.

A. P. PRINTERS IN OHIO

C. A. Price of the New York headquarters office of the Associated Press is in Ohio negotiating with members in that state looking toward substitution of printer circuits, replacing the state Morse wires.

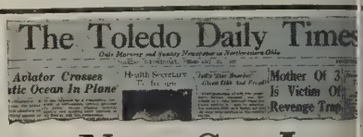
SCHOOL EDITORS TO MEET

1,000 Expected to Gather at Columb University March 11-12

Leaders in the newspaper, magazi and publishing fields will address the thi annual convention of the Interscholas Press Association to be held at Columt University, New York, March 11-1 More than 1,000 student journalists, ran ing in age from 12 to 18 years, and re resenting school publications in 43 stat Canada, Alaska, Hawaii, and the Car Zone are expected to attend.

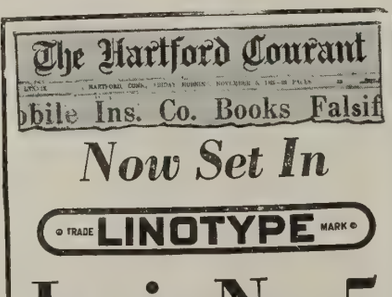
Among the speakers will be: Lo Wiley, business manager, *New Yo Times;* Paul Sifton, *New York Wor* Julian S. Mason, editor-in-chief of *New York Evening Post;* David La rence, president of the Consolida Press Association, and publisher of *United States Daily;* Mrs. Willi Brown Meloney, editor of the *N York Herald Tribune* Sunday magazi and F. K. Phillips of the American Ty Founders Company. Dean Herbert Hawkes, of Columbia, will deliver address of welcome.

The boy and girl editors have subm ted their publications in a competit for 13 silver loving cups and certifica of honor to be awarded.

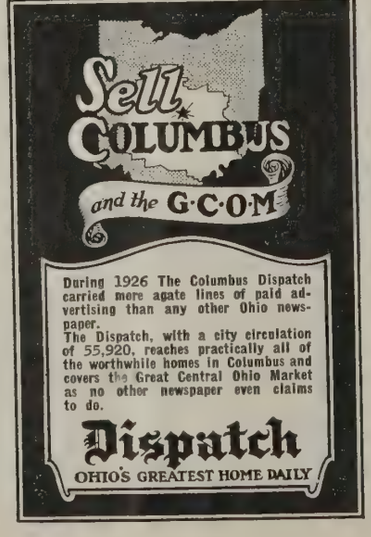

The Toledo Daily Times
Aviator Crosses Atlantic Ocean In Plane
Mother Of 3 Is Victim Of Revenge Trap
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

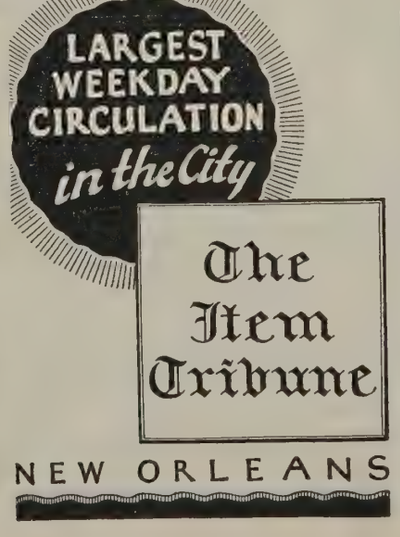
IN BUENOS AIRES
LA PRENSA
Is the Only Newspaper That Owns a
ROTOGRAVURE PLANT
Three rotogravure presses are necessary to supply the needs of the newspaper. From 16 to 24 pages are printed for the Roto Section of the Sunday Edition. Eight pages of pictures and the rest a magazine section of unusually high quality.
Average Sunday Circulation - 310,981
Average Daily Circulation - - 240,233
JOSHUA B. POWERS
Exclusive Advertising Representative
250 Park Ave., New York
"South America's Greatest Newspaper"


CLINE ELECTRIC MFG. CO. CHICAGO
Cline-Westinghouse Double Motor-Drive with full automatic push button control
is used by
SAN FRANCISCO CALL
San Francisco, Calif.
Ask them about it.
CLINE ELECTRIC MFG. CO
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Buildin


The Hartford Courant
bile Ins. Co. Books Falsif
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5


THE SANDUSKY REGISTER
FOR REED BIDS FOR PRESI
ARMS PLEA DEFEATED
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5


Sell COLUMBUS and the G·C·O·M
During 1926 The Columbus Dispatch carried more agate lines of paid advertising than any other Ohio newspaper.
The Dispatch, with a city circulation of 55,920, reaches practically all of the worthwhile homes in Columbus and covers the Great Central Ohio Market as no other newspaper even claims to do.
Dispatch
OHIO'S GREATEST HOME DAILY


LARGEST WEEKDAY CIRCULATION in the City
The Item Tribune
NEW ORLEANS

THE WELFARE COMMITTE
of the
INTERNATIONAL CIRCULATION MANAGER ASSOCIATION
Can supply you with cor petent circulation men capacity and ability capab to take entire charge of yo department or to fill impo tant posts in the departmer
Address the Secretar Treasurer please, Mr. Cl ence Eyster, care St Building, Peoria, Ill.

ADVERTISING AGENCY AFFAIRS

Charles W. Hoyt Is Challenger to Will Rogers' Fame—A. V. Anderson Now with Young & Rubicam—Martin Advertising Agency Moves to New Offices

ARLES W. HOYT, president of e New York advertising agency bears his name, was hailed as a nging rival of Will Rogers when personated the mayor of Beverly Cal., before a meeting of the Ad- ing Club of San Francisco on Feb.

V. Anderson has joined the Young bicam agency, New York and Phil- ia, to do contact work. Mr. An- formerly was with the publicity ment of the Edison Lamp Works, al Electric Company, Harrison, N.

l Bartley has joined the staff of uchen Company, Chicago. Adver- agency, as office and personnel er.

cis Odone, formerly connected he advertising agencies of John O. Powers Company, New York and Bissell-Land Inc., Pittsburgh, has become copy-chief of the Spector and Goldensky advertising agency, Philadelphia.

Norman P. Hutson has joined Street & Finney, Inc., as assistant director of the research department. R. A. Barker has joined the same agency as head of the checking department.

The Martin Advertising Agency, New York, has moved from 37 West 39th street to new offices at 276 West 43rd street.

C. B. Wakeley, account manager and director of the Southwestern Advertising Company, was elected secretary at the recent annual meeting, succeeding Joe B. Wells, resigned. Howard L. McGhee, production manager, was elected to succeed Mr. Wells as director. All other officials and directors were re-elected.

vote recently was due to the fact that the voters were not properly informed about the candidates.

STOLZ JOINS N. Y. JOURNAL

Julius Stolz, formerly vice-president of the Interborough News Company, has been appointed assistant to A. B. Chivers, assistant business manager of the *New York Evening Journal*. Mr. Stolz has been connected with the old *New York Globe* and the *New York Evening World*. He was at one time with the *Chicago Journal*.

AIDING HOME BUILDERS

A home builders' library of six volumes, each dealing with a separate type of small home, has been published by The *Chicago Daily News* in connection with its Home Builders' Clinic Service.

AD TIPS

. Baker Co., Le Seuer, Minn. Placing ertising of the Minnesota Valley Canning y, Le Seuer, Minn., in a number of in the northwest.

s-Kirk, Inc., 752 North Michigan ave- hicago. Has prepared a list on Jos. Co., Chicago (medical).

ver-Mooney Company, 111 W. Washing- eet, Chicago. Has issued schedules to ers on Hoffman Heater Co., Louisville, y.

field & Co., 14 E. Jackson boulevard, Preparing a list on H. S. Peterson Chicago.

ll, Williams & Co., 612 North Michigan Chicago. Has prepared a tentative list ago Flexible Shaft Company, Chicago, to e a lawn sprinkler. 1,000 line schedules.

H. Dunham Company, 431 North Michi- nue, Chicago. Now handling the ac- of the Williamson Candy Company,

, Wasey & Co., 844 Rush street, Chi- Has secured the account of the J. P. Shoe Co. (Dr. Reed's Cushion Shoes)

Hanly Co., 6 North Michigan avenue, Now handling the account of y-Clark Company, Neenah, Wis.

Frank & Co., 14 Stone street, New Placing accounts of the Dishwashette and the Eagle Pencil Company, manu- of Mikado pencils.

s Daniel Frey Company, 30 North n boulevard, Chicago. Issuing contracts of newspapers quite generally on the ompany, Chicago.

Company, Dayton, Ohio. Has secured of the Champion Chemical Company, ld, Ohio.

Fulton & Cunningham, 360 North boulevard, Chicago. Handling the of the Nash Motor Car Co., Kenosha, n.

Haehnle Co., Cincinnati, O. Prepar- tional schedules on the advertising of Bros. Company, Cincinnati, Ohio.

Kastor & Sons, 14 East Jackson l, Chicago. Issuing contracts to news- on Puritan Malt Extract Company,

Gibson Company, 310 South Michigan l, Chicago. Will place the advertising Meadows Manufacturing Company, ton, Ill. (Washers) in towns where dealers or can secure one.

od-Shackelford Company, 58 East on street, Chicago. Issuing additional on the Iona Company (Electric Belt) icisco, Calif.

Thomas & Logan, 400 North Michi- vard, Chicago. Has prepared a news- paper list on the Quaker Oats Company, Chicago.

Lord and Thomas and Logan, 400 North Michigan boulevard, Chicago. Will issue advertising orders on Palmolive Co. (Soap) Chicago.

W. D. McAdams Co., 360 North Michigan avenue, Chicago. Issuing 10,000 line contracts to newspapers on Van Camp Co. (Beans) Indianapolis, Ind.

Williams & Cunnyngham, 6 North Michigan boulevard, Chicago. Supplying list of newspapers to be used in advertising a new alarm clock of the Western Clock Company, La Salle, Ill.

CITY WANTS TO ADVERTISE

A bill has been prepared for introduction into the Massachusetts legislature by several citizens of Newton, Mass., which would authorize that city to spend $1,000 each municipal election to advertise in the newspapers the qualifications of the various candidates for office. The voting strength of the town numbers 22-000. The citizens claim that the small



IRVIN S. COBB
writes
Ladies *and* **Gentlemen**

Among His Ladies—
One who ran away from Christmas
Another who decided to be "Southern"
A Lady of Easy Virtue

Among His Gentlemen—
A banker with a past
An elderly movie actor
A man who arranged his death to escape his wife

The Best of Cobb's Recent Work
Price $2.00
Wherever Books Are Sold
Cosmopolitan Book Corporation
119 West Fortieth Street, New York

The Evening World
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

Baltimore American
The Baltimore Sunday American

The family paper —children cry for the funnies—men look for the news and editorials— and women demand it for the shopping news.

173,132
average net paid circulation

THE CHATTANOOGA NEWS
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

CATHOLICS, JEWS, PROTESTANTS
are
"Speaking of Divorce"
in a series of 15 authorized interviews by Zoë Beckley

Startling, Comprehensive Opinions

Each article runs 1,200 words—Here are a few excerpts:

BISHOP WILLIAM T. MANNING—"The temporary so-called 'companionate marriage' is only another name for free love. . . . As a nation we are rapidly abandoning the ideal of monogamic marriage."

JUDGE BEN B. LINDSEY—"The increase of divorce is a hopeful sign. . . . The clergy is responsible for much that is unfortunate in marriage. . . . Their attitude encourages free love."

CARDINAL HAYES—"People who ignore the spirit and live only for the body meet disaster and perish."

JUSTICE SELAH B. STRONG—"Divorce is conducive to morality. . . . It's the gold-digger wives that make many a legal separation. . . . Alimony, alimony, alimony—that's what they clamor for."

REV. JOHN ROACH STRATON—"A man meets a girl in a night club and marries her on the way home. . . . Girls put on paint and take off clothes. . . . I wouldn't be surprised if the next thing we see will be divorce coupons on every marriage license."

NATACHA RAMBOVA (formerly Mrs. Rudolph Valentino)—"No one was ever more devoted to Rudy than I was—and still am."

FANNIE HURST—"Most biologists agree that the average of love life is only five years."

DUDLEY FIELD MALONE—"Most unhappiness springs from ignorance of facts of sex."

Other big names represented are:

FATHER FRANCIS P. DUFFY
LUCILLE PUGH
MICHAEL J. CRUISE
REV. JOHN HAYNES HOLMES
DR. RANDOLPH RAY
MAX D. STEUER
DR. FELIX ADLER

Some of the cities already closed are:

NEW YORK (JOURNAL)
BOSTON (POST)
WASHINGTON (STAR)
BALTIMORE
PHILADELPHIA
YOUNGSTOWN
SOUTH BEND
SAN FRANCISCO
BUFFALO
ALBANY
BIRMINGHAM
ROCHESTER
CAMDEN
ATLANTA

Wire Collect—NOW!

Famous Features Syndicate, Inc.
1819 Broadway, New York, N. Y.

irginian-Pilot
THE NORFOLK LANDMARK
RAISES IN PAY
Now Set In
LINOTYPE MARK
nic No. 5

CLASSIFIED ADVERTISING

How Bay City (Mich.) Times Tribune Conducted a Classified Survey—N. Y. Telegram Makes Change in Make-up—Johnson Classified Manager of Denver Post

RESULTS of a reader-interest survey conducted by the *Bay City* (Mich.) *Times Tribune* were told to EDITOR & PUBLISHER this week by L. B. Hudson, classified manager.

"Reader-interest has always been a great selling point for the solicitor, yet, in few instances, could he offer specific cases or figures to prospective advertisers of the reader-interest of their medium," Mr. Hudson wrote.

"Recently, to overcome this, a classified survey was placed into every home in Bay City. Questionnaires were distributed to every carrier boy, with instructions to deliver with the evening paper on Thursday night and to gather the following Saturday morning when they make their weekly collections. A bonus of a half a cent per questionnaire returned, properly filled out, was given to each, in an effort to obtain maximum returns from the 10,500 homes we cover in Bay City. Approximately, 33% of these questionnaires were returned.

		Yes Per Cent	No Per Cent
1.	Do you read Classified Ads?	98	2
2.	Do you read them frequently?	94	6
3.	Do you read them daily?	72	28
4.	Do you make purchases from them?	70	30
5.	Have you ever used Classified Ads?	70	30
6.	Have you ever obtained results?	86	14

During the spring months, our promotional copy will have as a nucleus, the results of this survey. These promotional ads will be scheduled to run in our display columns varying in size from a quarter to full page and each ad will deal with one phase of this survey. Our appeals will be made from the standpoint of readers, transient advertisers and contract advertisers.

Our complete prospect list will be circularized with a series of four letters, dealing with the possibilities of Classified Advertising, its cost, coverage and result producing powers, with testimonials and recommendations from other advertisers. These letters will go out March 7th, March 14th and March 21st. A folder containing testimonials of contract classified advertisers, will be enclosed in each letter.

"Our regular contract advertisers, totalling approximately 155, will receive a circular campaign, consisting of three letters, giving the results of the survey with better copy and multiple ad suggestions.

"We feel that this survey has given us a keener knowledge of Classified Advertising. It has equipped us to sell more intelligently and most important, it has shown us our weak classifications from readers' attention standpoint."

The *New York Evening Telegram* on March 1 changed the make-up and typographical regulations of its classified pages. T. F. Mulhern is the classified advertising manager.

Under the new arrangement Telegram want ad advertisers are permitted to use a light face display type, outline cuts and borders. These changes are to apply on all classifications except furnished rooms and employment. The make-up arrangement calls for all the displayed ads to be placed at the top of the page.

The Thursday used car feature which has appeared each Thursday for the last four years was merged with the regular classified automobile section beginning with the issue of March 3rd.

E. H. Johnson, formerly assistant classified manager of the *Cleveland Press*, is now classified manager of the Denver Post.

Thomas A. Burke has been promoted from secretary to associate editor and Captain Pierre de Rohan to assistant manager of the classified advertising department of the Camden (N. J.) *Evening Courier and Morning Post.*

Additions to the classified advertising street staff of the Evening Courier and Morning Post include Irving Meyer, from the *Buffalo Times;* Harry Abramson, Frank L. Van Leer, Robert Howe and Andrew Wolf. Miss Helen Birkhead also has been added to the stenographic staff of the department, bringing the roster up to 21 members. F. B. Richardson has resigned as manager and the department is being conducted by Mr. de Rohan, in addition to his other duties as associate editor.

FRIENDLY HONORED

A golf bag and clubs were presented to Edwin S. Friendly, business manager of the *New York Sun*, at a dinner given in his honor by the Sun Club on Feb. 26. Einar O. Petersen, club president, presided.

"NEWSVERTISING" NOTED AS NEW AD TREND

(*Continued from page* 8)

which had been overshadowed and submerged now came into their own in a composition sense. The advertiser supplied his newspapers with plates patterned after the ones 'technically edited' by the newspaper in question."

Readers of "Good Copy" are cautioned that it is a mistake to assume that no advertisement is effective unless heavily enriched with pictures. Examples are cited which are literally pictures in type. Ten rules are listed to aid advertisers in type selection. They follow:

1—Select type faces that seem to illustrate the spirit of the product and its message of the moment.

2—Remember that type is in itself "pictorial." When a new type face is "cut" it is with a definite purpose and idea. Consider, for instance, the popular "Cooper style," square-shouldered, aggressive, bold, dominating. It talks "power" in every line, without the aid of illustrations.

3—Do not use a great many different sizes and faces of type in a single display. Two or three should suffice in the majority of cases. More than that makes for confusion, scattered visual interest, and inartistic layout.

4—Observe the niceties of marginal white space. The scientific arrangement of type in a given layout is a highly specialized art. The areas of white "make" the advertisement.

5—Balance in a composition is a deciding factor. The size of the type and its position governs this and the average eyes should be able at once to ascertain the difference between the good and the bad. That layout which at once lures the eye, attracts you, makes you eager to read, is quite likely to have what is known as "perfect composition balance."

6—If simple line borders are employed in an all-type newspaper series, such borders should in every way conform to the type faces in style and spirit.

7—It is by no means imperative, but a wisely chosen initial letter often relieves a too-great simplicity and "starts an advertisement off with a rush."

Readability is influenced in an important way by the spacing of type. Cramped and congested typography, merely for the sake of formal blocks, to fit a composition ideal, are ill-advised. The eye turns away instinctively from such devices.

9—Avoid too many interjections and interruptions in the way of captions, subheads, little spots of emphasized type. To an important degree, they ar necessary.

10—Use large, readable type. is a popular prejudice against tin faces. It is better to edit the co boil it down to the fewest possible ber of words.

In regard to the humanization o copy, the Bureau's book points ou "this financial movement is not c to the larger cities. It is everywh evidence, and constantly increasing terest and in quality of the messa



Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

Our day in and day out promotion plans build classified mediums.
Ask us how we do it.
THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building Philadelphia

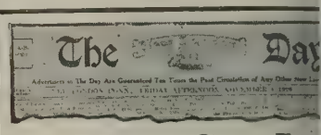


Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

Economical Territory
Utah, Idaho, Wyoming and Nevada can be handled economically by the sales manager who knows the circulation, linage and power of
The Salt Lake Tribune
The S. C. Beckwith Special Agency —Sole Eastern Agents.
M. C. Mogensen & Co. Inc.—Pacific Coast Representatives.

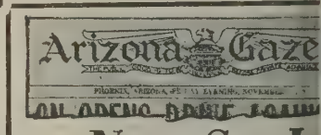


Now Set In
TRADE LINOTYPE MARK
Ionic No. 5



Now Set In
TRADE LINOTYPE
Ionic No.

THE CHRONICL
Marion, Indiana
1st in A. B. C. City Circu tion
in Local Advertising
in National Advertising
in Total Paid Advertisi
9,129
Is the Daily Circulation 6 months' age, ending September 30, 1926.
Marion and the adjacent Trade Ter can only be adequately covered wit
Marion Evening Chroni
Represented by
The S. C. Beckwith Special Age
New York—Chicago—St. Louis—D Kansas City—Atlanta—Los Ange San Francisco



Now Set In
TRADE LINOTYPE
Ionic No.

Peori
The
Try-Out Ci
THE PEORIA
JOURNA
Transcri
Puts Tryouts Ove
CHAS. H. EDDY CO.
New York - Chicago - Bosto

L ALLOWS MISSOURI TO ADVERTISE

tes Publicity Bureau Authorized to Prepare News Items and Contract for Advertising

plan to advertise Missouri is out- in a bill introduced last week in tate legislature by 11 representatives. bill provides for a state publicity tor and for the creation of a pub- department. It is planned to ob- revenue to operate the office and to rtise the state by levying a $25 fee lly from all real estate, rental and agents and abstractors.

e director of publicity, is to receive a of $4,000 annually, with an as- t at $3,000 annually, and the neces- stenographers and other help. The tor is to be appointed by the Gov-

e bill provides that the director shall are and distribute bulletins, stories, hlets, books and literature to prop- advertise and promote the best in- s of the state, its people and its erce, and further that:

e shall advertise to the world the al resources, the potential and de- ed industrial advantages, the climate, diversified topography, flora and the healthful conditions, the ac- ility to power, the endless crop and productions and all the advantages issouri's inexhaustible possibilities," easure stipulates.

e director also would be authorized ntract for foreign and domestic ad- ing of the state."

und would be opened and contribu- solicited from individuals and cor- ons of the state to help provide the to boost Missouri.

HOLDS SEVEN POSTS

Hoss, Oregon Newspaper Man, Active in Journalistic Affairs

E. Hoss, manager of the *Oregon* (Ore.) *Daily Enterprise*, claims the record for holding the greatest of offices in greatest variety of listic organizations. His titles are lows:

ctor of the International Press oundation.
-president of the National Editor- Association.
ident of the Pacific Coast News- per Conference.
etary of the Oregon State Editor- Association.
ctor of the Willamette Valley Ben anklin Club.
etary of the Clackamas County iblishers Association.
ager of the Oregon City Morning terprise.

ddition, Mr. Hoss has just accepted sition of secretary to the newly ated governor, the Hon. I. L. on.

AIDING DRUG ADDICTS

Milwakee Journal has purchased y of narcosan and has turned the over to officers of a local hospital atment of narcotic cases. Pro- f the treatment on the patients is reported without use of names.

DANVILLE REGISTER

CORONER'S JURY Legislative Hopper
CAN SOON TO SOUND OWN DEATH SIGNAL EXCHANGE EARLIER

Now Set In

LINOTYPE

nic No. 5

HUNTER LEAVES I. A. A.

Director of Club Service Resigns to Join Indianapolis C. of C.

Ed Hunter, this week resigned as director of club service of the International Advertising Association, to become secretary of the Indianapolis (Ind.) Chamber of Commerce. He left New York for Indianapolis Friday and will assume his new duties early next week A successor has not yet been appointed by the I. A. A.



ED. HUNTER

Mr. Hunter was formerly secretary of the Advertising Club of Indianapolis, resigning that position in 1925 to become associated with the I. A. A. While with the latter organization, Mr. Hunter originated the idea of setting aside advertising weeks to be observed by member clubs of the association. "Newspaper Week" held Jan. 15-22 was considered particularly successful.

Mr. Hunter is a former newspaper man, having been connected with the *Chicago Tribune*, the old *Chicago Inter-Ocean*, the *Indianapnlis News*, *Indianapolis Star*, and *Indianapolis Times*.

PROMOTING INDIAN "ADOPTIONS"

Louisville Herald-Post Sponsoring New Circulation Idea

A new circulation promotion idea is being sponsored by the *Louisville* (Ky.) *Herald-Post*, which is offering wholesale adoptions of white children and adults into Indian tribes.

The idea was first announced in the Herald-Post, Feb. 23, when the newspaper used a double-spread advertisement and first page story, offering, through Oghema Niagara, (Chief Thunderwater) of Cleveland, O., the Chief of the Supreme Council of The Tribes, to make any white child or adult of Louisville a member of the Mohawk tribe.

An application blank, to be filled out by the candidate, appeared in the advertisement, which was got up in Indian style in an artistic manner. The Herald-Post is asking each candidate to submit a one-year order for the afternoon and Sunday paper. Engraved certificates of adoption will be issued.

The Herald-Post plans to form a local society to be known as "Indians," to which boys and girls who have been adopted are eligible. Entertainments of an Indian nature are planned, and Indian ideas and ideals will be taught.

The idea of adopting children and adults into Indian tribes through the medium of newspapers was originated by Frank S. Burr, of Cleveland, retired army officer, who worked out the details with Chief Thunderwater. The "Indians" plan is copyrighted. Burr plans formation of a national organization to be known as "Indians," made up of chapters in cities all over the United States. The Indian Newspaper Promotion Syndicate, Louisville, Ky., is handling the plan with R. Campbell Kennedy, general manager of the Herald-Post, co-operating.

N. Y. TYPO CHIEF HONORED

Leon Rouse, president of Typographical Union No. 6, New York, was guest of honor Feb. 26 at a get-together dinner of the composing room employes of the *New York Evening Post*. Andrew Burke, Evening Post proof reader, was toastmaster, and Thomas Griffin, chairman of the daily's chapel, was in charge of arrangements.

THE TIMES RECORDER

NDIT STAGES TWO MORE HOLDUPS
NELLIE ROSS OF WYOMING TO BE GUEST OU

Now Set In

LINOTYPE

Ionic No. 5

NEWARK SUNDAY CALL

Garden Grind Sixteen Injured Quartet Near Death in Hospital

Now Set In

LINOTYPE

Ionic No. 5

Largest Newspaper West of Chicago

500,000 Copies DAILY

The KANSAS CITY STAR

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined*.

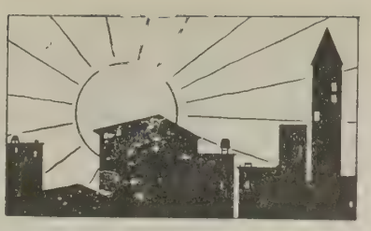
THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

GIVE YOUR READERS
DAILY HEALTH TALKS
by Dr Frank McCoy
"The Mayo of Health Writers"

A health service that is different—home treatments without medicine or costly apparatus, based on a knowledge of food chemistry and the mechanics of the body

WIRE OR WRITE
McCoy Health Service
Brack Shops Building, Los Angeles, Cal.



Picture a Busy Industrial City

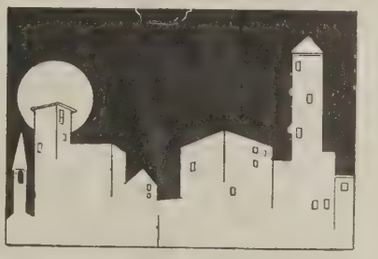
With Its People Employed in Skilled Industries

—who earn good incomes
—who live in their own homes or in two-family homes
—who are busy all year 'round
—who are seldom unemployed
—who spend freely and who patronize their neighborhood stores.

and you have a Picture of Bridgeport Connecticut Trading Market

Merchants will tell you that the POST-TELEGRAM reaches a buying class whose 64,000 wage earners alone have an $84,000,000 payroll to spend annually.

The POST-TELEGRAM with its 44,446 daily circulation represents quality, quantity and volume. Manufacturers of luxuries or necessities can obtain quick and economical distribution in Bridgeport, and the entire trading area can be merchandised as one unit with one cost, because 98% of the POST-TELEGRAM circulation is concentrated in this territory.



National Representatives
GILMAN, NICOLL & RUTHMAN
New York, Boston, Chicago, San Francisco.

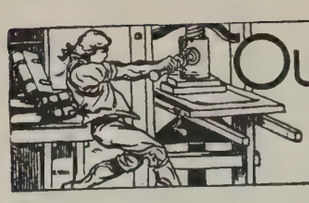
The Times

FULLER PARTY LEAV

Now Set In

LINOTYPE

Ionic No. 5



Our Own World of Letters

By JAMES MELVIN LEE

AMUSING and at times interesting is the clinic which Horace J. Hubbell performs upon one of the great American news agencies in the *American Mercury* for March. His clinic is headed "Think Stuff Unwanted."

By way of explanation of this head, Mr. Hubbell says that during his term of service in the said organization one of his colleagues turned in a series of learned and serious articles upon political and economic conditions in the country where the latter was working. The reaction of the home office was expressed in a crisp three-word cable which is used as the title of the article. Thereafter even "traces" of think stuff could not be found either in his cable dispatches or in his mail stories.

Mr. Hubbell quotes the official house organ of the association as printing that the six most desirable subjects for mail articles were those dealing with "women, liquor, wealth, religion, science and immorality." Some of these subjects are listed in the dispatch quoted as having been sent by the cable editor to the London bureau:

> Anything on matrimonial chitchat about the Prince of Wales or the rest of the family, now that he's back on the home grounds? Also what's he doing with himself—anything spectacular in the night-club or following any pretty actresses

The article defines a scoop as "an exclusive story," while a beat is "a story obtained well in advance of the competing agencies." A desire for scoops and beats is said to explain this S.O.S. from the New York cable desk:

> May I preface my bouquets and brickbats this week by telling you: The mail product is in the doldrums. It needs a lot of waking up. Pep; color; oddity; originality; enterprise. Sometime ago I told you of the *New York Times* man's observation that the XYZ was trying to speed up and brighten up, but that it was hard to teach an elephant to dance. It was a merry quip. But the elephant is learning to dance. He's turning out some gay steps from all over the world, and they're treading over the front pages, and onto our toes.

By this time the reader has a pretty definite idea what news agencies are thus dramatized in the story. Sufficient quotes have been given to indicate the general trend of the article.

What is said about mail stories being put on the wire from New York as cable dispatches is right to the point. It would be interesting to know whether newspaper readers value more highly the story that carries a by-line of cable transmission than they do one that is honestly acknowledged as having come by mail. Occasionally a newspaper frankly gives credit for a story to the mail and thus sets their readers guessing about the honesty of other newspapers where practically the same material appears under a cable by-line.

The article has already been the subject of much comment in newspaper clubs throughout the country.

* * *

PROFESSOR WILLIAM LYON PHELPS of Yale University in his department, "As I Like It," in *Scribner's Magazine* for February, prints several squibs about American newspapers. In his opinion the *New York Times* has a first rate columnist in Will Rogers. He questions the accuracy of New York newspapers in reporting the Mexican highway race run by the two Indians—Thomas Zafiro and Leonicio San Miguel. He thinks that the two editorials in the *New York Sun*—one on the country store which commented on Bruce Barton's interview with President Coolidge, the other which expressed an opinion on Kipling's poem on America—were worthy of the best traditions of that paper—and he knows no higher praise. He describes the Barton interview as "a triumph of American journalism."

* * *

ARE the tabloid newspapers imperiling our manners, morals, and good taste? Do their efforts to please "readers who cannot read" lower the general tone of the standard size papers? Do they wash too much dirty linen and print too many pictures of bathing beauties? Do they breed a dangerous sophistication in the young? Are they becoming the literary equivalent of the drug habit? These questions—and then some more—are answered by Aben Kandel in the affirmative in an article, "A Tabloid A Day," which he contributes to *The Forum* for March.

His article may be said to tabloid the tabloids. It is as jazzy as anything the tabloids print. The opening paragraph will do by way of illustration:

> Eight years ago, the *New York Daily News*, dean of the tabloids, set up its first wail in New York. It was a sickly infant, a sort of half-acknowledged child of the *Chicago Tribune*, self-styled, "World's Greatest Newspaper." A midwife had babbled, and the story ran that the News had been infused with life for the sole purpose of draining away some of the excess profits which the parent paper had piled up in that abnormally prosperous year. When the first issue appeared on the stands, the wiseacres of Park Row picked it up gingerly, felt the heft of it, observed its pallor, listened for faint heartbeats, and sadly wagged their nicotine-stained beards.

Statisticians are quoted as saying that every day two million men, women and children read the tabloids in the Greater New York area alone. It is even said that many read all three and pant for a fourth. This wonderful development of the tabloids practically overnight into such powerful newspaper giants is described as the most phenomenal chapter in the history of American journalism.

Mr. Kandel says that this remarkable growth of tabloids cannot be explained by merely saying "pictures." He calls attention to the fact that the United States has had picture papers before—but they failed. He finds the answer in the French saying, "Cherchez la femme." Here she is:

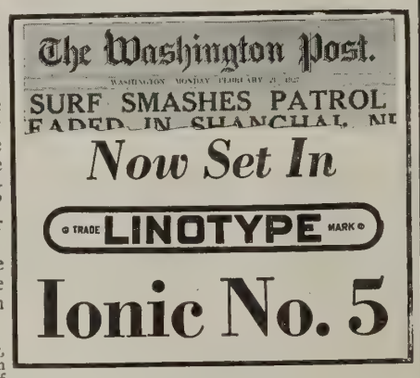
> The admission is made that in the tabloids are sports, theatricals, comic strips, fiction, radio and other departments that go to make up a newspaper. The flag found nailed to the masthead of the tabloids is, "It is easier to look and feel, than it is to read and think."

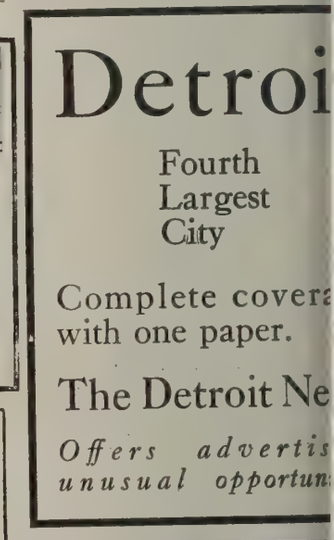
Mr. Kandel says in this Forum article that the regular readers are shop-girls, stenographers, housewives, lower theatrical folk, laborers, and, what is most serious, school children." It would be interesting to know upon what surv
deduction is made. Students of
lism who stand at street corne
watch buyers drop their penni
tabloids bring back a different re
to the character of the readers.
students are not special pleaders
tabloids—but that is another st
Kipling would say.

Mr. Kandel, however, is on mo
ground when he remarks:

> A serious by-product of the amazir
> larity of the tabloids is the effect upo

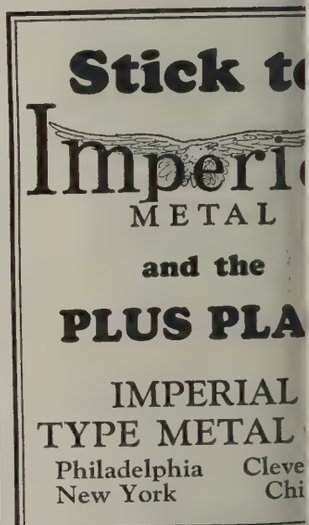


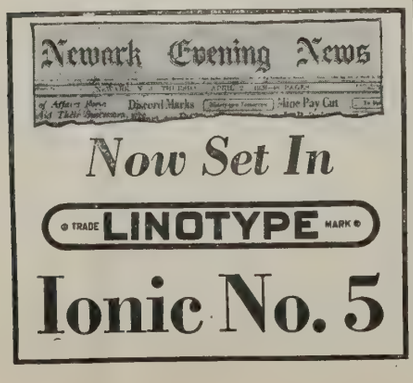












Another
Quality Feature
BEAUTY AND YOU
By Viola Paris of Vogue
(DAILY AND SUNDAY)

Boston Globe
Chicago Daily News
New York Sun
Philadelphia Inquirer
Baltimore Morning Sun
Cleveland Plain Dealer
Birmingham News
Washington Post
San Francisco Chronicle
Cincinnati Enquirer
St. Louis Globe Democrat

UNITED
FEATURE SYNDICATE
World Building, New York

Thorough Coverage in One of the World's Richest Buying Centers—Coupled with the Ability to Produce Results

Pittsburgh Gazette Times
(Morning and Sunday)
AND
Pittsburgh Chronicle Telegraph
(Evening except Sunday)

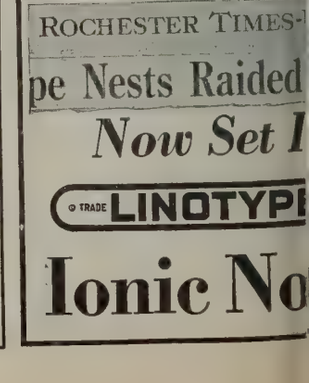
These newspapers in News and Advertising have the confidence of their readers.
Their readers have the power to purchase.

Sold Singly or Combined

URBAN E. DICE, Nat'l Advg. Mgr.
Gazette Square, Pittsburgh, Pa.

E. M. BURKE, Inc.,
1457 Broadway, New York.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.

R. J. BIDWELL COMPANY,
742 Market Street, San Francisco, Cal.
Times Bldg., Los Angeles, Cal.
White-Henry-Stuart Bldg., Seattle, Wash.



ently edited newspapers. In the struggle to old their circulation and to make a bid for ew readers, they have been obliged to adopt ome of the picture devices of the newcomers. ortunately, however, their concessions have not een very radical, and their indentities are still ntact. But should the encroachments of the abloids meet with greater and continued suc- ess, one is terrified by the prospect of future ewspapers.

From this point on the article be- omes less interesting and is only a re- ash of material that has already appeared n print about the tabloids. But the hole question of the tabloid journalism is to be debated in the April number of he Forum. The article in the March ssue is evidently merely an "attention- rrester" or an introduction to the debate heduled for April. In this debate the bloids will be defended by Martin eyrauch, Assistant Managing Editor f the *New York Graphic*. The other de will be taken by Oswald Garrison illard, who publishes a weekly tabloid hich, known as *The Nation*, is slightly fferent both in subject matter and in ode of treatment from the common or ily variety. A follow-up story will ubtless appear in this department after e April Forum is on the newsstands.

* * *

N *America*, a Catholic review of the week, there is an editorial in the issue r Feb. 26 on William Randolph Hearst, aded "Mr. Hearst Needs Shoring p." It comments about the attitude of e Hearst newspapers towards Federal pervision in education.

* * *

N article in the current issue of *Di- rect Reflections* is headed "Buying e Truth." It opens with an anecdote it is worth quoting:

Mr. Edward S. Jordan of automobile-world ne, the man who shocks the advertising world r so often with sensible departures from the aight and narrow advertising path, handed prim members of the profession a jolt not long ago by admitting in the public prints t there were other automobiles better than

Remember the advertisement in point? It how time has divided automobiles into price ses, and brazenly stated that in the price s immediately above the standard of his car, his estimation, the Cadillac reigned supreme. hen the advertisement ran through the gamut classes and sold its own particular machine the outstanding value in its class. It truly a remarkable advertisement, not because it unusual, but because it tapped a type of ing appeal which rarely is used in present- marketing.

The article then goes on to venture prophecy that the day will come when nder certain conditions—the advertis- world will see one merchant recom- nding the product of his competitor. t day, however, will be when mer- nts recognize the fact that they are servants of the public and must play with the public.

* * *

APPLETON & COMPANY an- nounce for early publication "Bible ds Today" by William T. Ellis. Mr. s is well known to newspaper pub- ers for his syndicated articles on gious topics.

* * *

NE page in the current issue of *The Quill* certainly should not be over- ed. I refer to "The Anatomy of Jour- sm" by Master Surgeons. On this e are the brief extracts of those who various times have conducted clinics American newspapers. Among those esented are Melville E. Stone of the ociated Press; Dean Walter Williams he Press Congress of the World; Koenigsberg, president of the Inter- national News Service; H. J. Haskell of the *Kansas City Star;* Stephen Bolles, editor of the *Janesville Gazette;* Edgar T. Cutter, superintendent of the Central Division of the Associated Press; Emil Dovifat, chairman of the Berlin Section of the German Press Association; Charles G. Ross, Washington correspondent of the *St. Louis Post-Dispatch;* Erie C. Hopwood, president of the American Society of Newspaper Editors; and last and also least the conductor of this department.

WEEKLY PUBLISHERS MEET

Publishers of twenty weekly newspapers gathered in Sioux City, Ia., Feb. 26, in the Chamber of Commerce to discuss advertising problems. C. C. Charles, publisher of the *Ponca* (Neb.) *Journal-Leader*, presided and talks were made by W. A. Murchinson, advertising manager of Davidson Bros. Company; Don Holt, president of the Sanitary Plumbing Company and Vaughn Weidel, president of the United Advertising Agency. The publishers were guests of the Motor Trades bureau at the auto show.

CLUB INDUCTS OFFICERS

The annual induction of officers of the New York Press Club was held last week at the club rooms. The new officers are Sidney W. Dean, president; Charles A. Hand, S. Jay Kauffman, and John A. Phail, vice-presidents; George B. Creveling, treasurer; Walter E. Warner, financial secretary; and Caleb H. Redfern, corresponding secretary.

WINS LIBEL SUIT

The *Columbus* (Kan.) *Daily Advocate* was victor recently in a libel suit brought by Daniel A. Jerald, a farmer, who asked $10,000 damages, when the case was dismissed on the ground that the plaintiff did not have cause for action.

RE-ENTERS DAILY FIELD

The *Augusta* (Kan.) *Gazette*, formerly a daily, now a semi-weekly, has returned to the daily field. Burns Hegler is owner.

New York Evening Post

HT: SOCIETY BOBBIES Champion Tenney Finds SMITH TO REVEAL MRS.
OVE ESCAPE WITH GEMS Old Couple, Auto Victims, HIS POWER PLANT BY FALL
Facing Hopeless Destitution

Now Set In

TRADE LINOTYPE MARK

Ionic No. 5

A Simple Practical Solution

Just consider the detail work now done in a newspaper publishers office pertaining to checking proofs, and the high cost of newsprint, postage and clerks time in handling detail, and then consider the fact that under our Complete Checking Proof Service the only detail necessary is to send us a few complete copies each day—and we do the rest. In other words, we relieve a publishers office of all detail work and at the same time we give his agencies and advertisers a much more satisfactory service on which they can depend at all times . . . . and the cost is less.

NOW—375 subscribers

The Advertising CHECKING BUREAU Inc.

79 Madison Ave. New York — 538 So. Clark St. Chicago

HE SALEM EVENING NEWS

ECTED ABODY. TESTIMONY OF LEITS IN LOCAL FOUR NEW MEN FOR COUNCIL ONE CHANGE

Now Set In

TRADE LINOTYPE MARK

onic No. 5

INDIANA

Always in the Limelight

2~ DIVERSIFICATION of INDUSTRY

Indiana is a typical American State, where the advertiser is almost sure to obtain results from his advertising campaign if properly planned and executed.

Indiana is blessed with a great number of important industries that furnish employment to its people. The industries are diversified, employing skilled labor at unusually high wages.

These industries represent the basic commodities that are in demand all year 'round. They work full blast all year 'round. Therefore Indiana's people are always at work and with the high living standards they enjoy they are among the best potential buyers in this Country.

Make your appeal to these people through the newspapers listed below. You will find the response surprisingly great.

	Circulation	Rate for 5,000 lines
*Columbus Republican .....(E)	4,851	.03
†Decatur Democrat .....(E)	3,204	.025
*Fort Wayne Journal-Gazette .....(M)	36,070	.08
*Fort Wayne Journal-Gazette .....(S)	28,910	.08
*Fort Wayne News-Sentinel .....(E)	43,021	.10
*Gary Evening Post-Tribune .....(E)	16,315	.06
*Huntington Press .....(M&S)	5,099	.03
*Indianapolis News .....(E)	127,079	.25
*Lafayette Journal & Courier...(M) 7,794 (E) 13,336	21,130	.06
†La Porte Herald-Argus .....(E)	7,069	.04
*Marion Chronicle .....(E)	9,129	.04
†Shelbyville Democrat .....(E)	4,021	.025
*South Bend News-Times.....(M) 9,771 (E) 17,070	26,841	.07
*South Bend News-Times .....(S)	25,133	.07
*South Bend Tribune...(S) 21,775..(E)	22,769	.06
†Terre Haute Tribune .....(E&S)	23,273	.06

*A. B. C. Statement, Publisher's, October 1, 1926.
†Government Statement, October 1, 1926.

SHOP TALK AT THIRTY



By MARLEN PEW

IN the Senate Press Gallery at Washington last week, I had an hour's talk with an old friend. We sat at the long writing table during an executive session of the Upper House. The exhausting Boulder Dam filibuster was drawing to an end. Lanky Jim Preston, patron saint of the press, was deftly moving about attending to the wants of every correspondent, typewriters were clicking, telegraph instruments were buzzing dots and dashes, boys were running about excitedly, copy was reeling off that the man in the street might know all that we knew as we sat there under the big dome. My friend was weary from long hours of observing and writing during a strenuous session of a Congress. He related the inside story of the filibuster and then, with a far-away look in his eye, turned to a wholly irrelevant subject. "Can a fellow make a living raising chickens?" he asked. "I suppose it is possible to be bored doing that, too." It seemed a queer thing to say in those surroundings which were so absorbingly interesting to the casual visitor, but there is no conscientious newspaper man who will not understand and sympathize with the mood of my friend. After one has lived on a diet of excitement for ten or twenty years a mere Senate filibuster, with Jim Reed of Missouri spitting fire at the roaring Old Guard, is about as stimulating as the day's last cigarette.

* * *

THE conscientious newspaper man carries peculiar burdens. In addition to the complications of private life, constantly becoming more tangled for most of us, he carries a weight of public or community responsibility. The job of putting spangles on mediocrity and of interpreting the day's news without violating either conventions or personal reputations, though both may be contemptible, is what puts that far-away look into journalistic eyes and cries out for relief. But I do not think that the chicken farm is the avenue of escape. Many have tried it, but few have succeeded. Investigate its pitfalls and its boredom before venturing, say I.

* * *

REFERENCES to chicken farming always remind me of the tragedy of John Breen. He was a reporter of the old school, for years the star of the *New York Evening World* staff. I shall never forget one story that came from his mill. Early one morning the fashionable home of a wealthy family named Andrews was destroyed by fire and, as I remember it, six or seven persons were burned in their beds, including two children. John Breen was early at the scene, working furiously. For the early editions he had telephoned the facts to rewriters. Early in the forenoon he went to the office and poured out a complete rewrite of the whole story. His first paragraph was a description of a clear, cold winter night on Central Park West, with the residents sleeping while Policeman O'Brien paced up and down the wide thoroughfare, beating his breast to keep the blood circulating. The handsome Andrews home was pictured and then Breen, in his wonderful imagination, saw a spark fly from an electric wire and start a tiny flame in a rug. From this spark the writer developed a conflagration in all of its horrifying details. It was a masterpiece of the old-style narrative form of news reporting, filling eight or ten solid columns of space, remarkable for sequence as well as for plausible detail.

* * *

BREEN had dramatic genius and no story lost anything in human interest quality from his handling. For instance, he was once assigned to report the suicide of a woman in the tenement district of the East Side. Enroute to the scene he stopped in a bookshop and purchased a Bible. Presently he learned, as he had anticipated, that the woman who had killed herself had merely thrown off the tawdry garments of a wasted life and the actual news in the event would scarcely merit a four-line item. But Breen opened the Bible and found scripture bearing on the case. He pricked his finger and marked these moral passages with his own blood. Handing this exhibit over to the police, to whom he pretended he had found it in the room, he dashed back to the office and wrote a piece which was calculated to be a sermon from the grave. To me he later admitted the fake, but in extenuation said: "You can't tell what good a thing like that may do. Certainly it did the dead woman no harm. It might now be said she did not live in vain."

* * *

ONE day the world turned black for John Breen. He was suddenly stricken with blindness. Joseph Pulitzer, himself blind, was deeply touched by news of the reporter's affliction and for several years he sent Breen from place to place for treatment by the world's most skilled scientists. But all was in vain. It was then that Mr. Pulitzer set John Breen up on a poultry farm on Long Island. The venture was not a financial success, and I do not know what has become of the blind reporter during the intervening years.

* * *

MOST newspapermen take their work more seriously than any other class of toilers and the sacrifice is often tragic.

It is possible to give the job all that it deserves and yet not permit it to consume one. Newspapering becomes a bore when it is an obsession, rather than a trade. Too often office troubles are dragged home. I incline to the view that the journalist's wife stands more "shop talk" punishment than the average woman. There are, of course, wives and wives, some making men bigger than God ever intended them to be and some dwarfing their husbands hideously. One newspaper man of sound sense once told me that he had long made it a practice to drop at the threshold of his home all disagreeable phases of his professional life. It is his refuge when the hounds are on the trail.

FINED FOR CONTEMPT

Editor of Atlanta Life Refused to Reveal Sources of News

Parks Rusk, editor of *Atlanta* (Ga.) *Life*, a weekly paper, was fined $100 or given the alternative of serving three days in jail for contempt of court, because he refused to disclose to the grand jury information on which he based charges that liquor was served at the Atlanta Co-Operative Club party on Jan. 17. Rusk paid the fine.

Judge E. D. Thomas, who imposed the sentence, commended the motive of Rusk but declared that the matter of violating a confidence became distinctly seconc where such action interfered with proper functioning of the law and cou

INTRODUCING STAFF

Fort Worth Press Running Persona Stories About Its Workers

The *Fort Worth* (Tex.) *Press* adopted a plan of introducing its sta its readers. Personality stories a Press workers are printed each da the editorial page. An editorial expl tion stated:

"The Press adopted this plan of in ducing to its readers the men and wo who make the paper, just to bec better acquainted all around. In series on the editorial page appear little secrets about what makes the wh go round—how fast editions are through, and how the daily work newspaper is done with less of the dening fuss and bother you may been led to believe."

SET FIRE TO GET STORY

With the object of making a story obtaining a beat on the opposition paper, Charles Marsh, 19, a reporte the *London* (Ont.) *Free Press*, se to some corrugated cardboard in a ing there on Feb. 12.

The Daily Advertis
AN GOVERNMENT HAS
Now Set In
TRADE LINOTYPE MARK
Ionic No.

THE ROCKY MOUNTAIN NEWS
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

65,563 NET PAID
CIRCULATION
Cover Half a State
EVENING COURIER
MORNING POST
CAMDEN, N. J.
National Representatives
Story, Brooks & Finley.

The World
These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.
The Evening World
Pulitzer Building, New York
Tribune Tower, Chicago

The Providence Journal
Distress as Cold Sweeps New England — HALL-MILLS TRIAL — ARBITRATORS GIVE — State G. O. P. Delays — of Woman Vice-C
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

MR. EDITOR:
You can increase circulation with
Motion Pictures!
Bass has shown dozens of newspapers how to use motion pictures in conjunction with local events. Pulls big!
Write today for information
about the marvelous new B. & H. Eyemo. Automatic hand-held camera for professional motion pictures. Also detailed data, cost of producing and free catalogues.
Bass Camera Co.
109 North Dearborn Street
EYEMO DIVISION CHICAGO, ILL.

Buffalo, The Wonder City of America
Buffalo—a profitable Market for Advertisers
Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the
BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo Homes
EDWARD H. BUTLER
Editor and Publisher
KELLY-SMITH COMPANY
Representatives
Marbridge Bldg. New York, N. Y. Atlantic Bldg. Philadelphia
Tribune Tower Chicago, Ill. Waterman Bldg. Boston

MICHIGAN
is growing faster than any S in the Union.
Its increase in manufactu products surpasses anything in world.
BOOTH NEWSPAPE
cover Michigan outside of De —Eight principal cities with only or leading Newspaper in respective community.
The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News
National Advertising Representati
I. A. KLEIN 50 East 42nd Street New York City
J. E. LU Tower Bui Chicago,

WITH THE GENERAL ADVERTISERS

Prudential Insurance Company to Start Newspaper Campaign—223 Papers Listed in Sunkist Orange Drive—More Companies Advertising Radio Programs

IRST copy will appear March 14 in a newspaper campaign to be conted by the Prudential Insurance Comy of America, Newark, N. J. Company officials declined to discuss ails of the drive when questioned this ek by EDITOR & PUBLISHER, stating the n was experimental. The account is ected by the Frank Presbrey Comy, New York.

t is the first time this insurance comy has purchased newspaper space for er than the presentation of its annual ort. The copy of the present drive l be educational in tone and designed help local dealers sell policies. Both ck and white and rotogravure will used.

A list of 223 newspapers will be used the Fruit Growers Exchange, Los geles, in its spring and summer camgn on Sunkist oranges. This adverng is directed by the Los Angeles ce of Lord & Thomas and Logan.

Eight advertisements of 336 lines each l two advertisements of 624 lines will used in metropolitan dailies. Newsers in smaller cities will receive six ertisements of 336 lines.

A growing number of broadcasting adtisers are supporting their radio proms with paid copy placed on newser radio pages. Some of the latest ay their way include the Greater New rk Gas Companies; the Brunswick on, Inc.; the Cheek-Neal Coffee Comy, Nashville, Tenn.; United States ying Card Company; the Cities Serv- Company; and the Leverich Bond Mortgage Company, Brooklyn, N. Y.

More than 84,000 inquiries were reved during the first two years of a -year advertising program of the neville (N. C.) Chamber of Comce, F. Roger Miller, manager, anced this week. An appropriation of 0,000 is being spent annually by the amber.

The India Tea Association, London, gland, is issuing a circular to all erican tea distributors, entitled "How u Can Sell More Tea." The disutors are advised to advertise their nd of tea containing India tea next the association's advertisements. The ler lists all the newspapers in which ia tea copy is appearing, with dates.

ames J. Ruch has been appointed adtising manager of the Coffield Washer mpany, Dayton, O., manufacturers of ctric washers and ironers.

The Endicott-Johnson Company, Bington, N. Y., has started a new rotovure campaign of 12 insertions. The ount is directed by N. W. Ayer & Son.

Beatty Stevens was last week appointed ertising manager of Abraham & aus, Inc., Brooklyn department store. the past seven years he has been s manager of the Shepard Stores in Boston and also has been active in the Providence store operated by the same company.

Edward W. Young, for the past year advertising manager of Conrad's, Boston, women's wearing apparel, became publicity director of the Shepard Stores, Boston, March 1.

Advertising plans are now being made for the Dry Ice Corporation, a new concern, by the George Batten Company, New York.

TEXAS DAILY IN NEW PLANT

5,000 Persons Attend Formal Opening of Wichita Falls Times Building

Five thousand persons visited the *Wichita Falls* (Tex.) *Times* new home during the formal opening recently. The building, which utilizes part of the former structure, is described as Northwest Texas' most modern newspaper plant. An orchestra played and staff members escorted visitors through the building during the public reception.

The two-story building fronts 90 feet on Scott street and 75 on Seventh street. Bedford stone, buff face brick, copper and plate glass in artistic combination make it unusually attractive. A large lobby leads from the main entrance. On one side is the display advertising department, on the other classified and circulation. On the first floor also are pressroom, paper storage, mailing room, bookkeeping department and offices.

No artificial light is needed except on dark days in the large editorial and mechanical rooms on the second floor, where also are two private offices, rest and lounging room, telegraph and stereotyping rooms.

E. D. Howard is president of the Times Publishing Company; B. D. Donnel and J. H. Allizon, vice-presidents; Rhea Howard, secretary and treasurer.

JOHN B. PERKINS

Secretary of Sioux City Journal—43 Years with Paper

SIOUX CITY, March 3.—John B. Perkins, secretary of Perkins Bros. Company, publishers of the *Sioux City Journal*, died Wednesday of cardiac bronchitis.

Mr. Perkins was born in Cedar Falls, Iowa, Aug. 17, 1866, the son of Mr. and Mrs. Henry Perkins, attended school here and, upon completing high school, attended a business college in Chicago.

In 1884 he entered the employ of the Journal, serving in various capacities. For many years he had been in charge of the advertising department and, as secretary, was one of the directing heads of the company.

Surviving are his widow, two daughters and a son. Mr. Perkins' father, Henry Perkins, was one of the founders of the Journal.

FORMER HERALD MAN DEAD

Jesse Smith, 50, cashier of the Frank Presbrey Company, New York advertising agency, died Feb. 16. He had been with the agency for the last eight years, and prior to that had been for 20 years with the old *New York Herald*. George L. Smith has been appointed the new cashier by the Presbrey company.

CLUB HOUSE DEDICATED

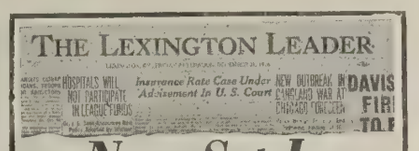
Formal dedication of the new club house of the City Press Club of Chicago took place Feb. 26. The building is at 1415 North Dearborn street. Clyde A. Morrison is club president.

FIRE WRECKS FRENCH PAPER

The plant of *Le Jean Baptiste*, oldest French language newspaper in the United States, was destroyed by fire Monday night at Pawtucket, R. I. The building was owned by W. J. Dunn, publisher of the *New Bedford* (Mass.) *Times*.

DAILY AWARDS PRIZE

M. S. Middleton of Waxahachie, Tex., was recently announced winner of the $25 prize contest for the best design for a letterhead for the *Terrell* (Tex.) *Daily Tribune*.


THE LEXINGTON LEADER
HOSPITALS WILL NOT PARTICIPATE IN LEAGUE TURUS
Insurance Rate Case Under Advisement In U. S. Court
NEW OUTBREAK IN ENGLAND WAR AT CHICAGO CONCLUSION
DAVIS FIR TO F
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

If Quality
of circulation is your first consideration
The Evening Star
With Sunday Morning Editions
Washington, D. C.
will have your preference—same as it has the preference of practically everyone in the National Capital.
The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.
N. Y. Office—110 E. 42nd St.
Dan A. Carroll
Chicago Office—Tower Building
J. E. Lutz

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

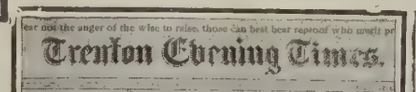
in
Detroit—
Free Press circulation reaches 31,000 more than the total number of families owning their own homes.
The "Free Press"
"Starts the day in Detroit"
With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

Away Ahead!
2,196,676 - 1925
3,699,155 - 1926
1,502,479 - Gain
The New York Evening Graphic shows greater gain in lineage (41%) than any other New York paper.

The Roanoke World-News
SESSION OF 69th CONGRESS
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5


The Oklahoma News
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION
An organization specializing solely in newspaper building design, manufacturing and production problems.
S. P. WESTON
Newspaper Buildings
Plant Layouts
Production, Operation
120 West 42nd Street New York


Trenton Evening Times
ACTS TO REMOVE EXPLOSIVES F
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5


Lancaster Intelligencer
DAUGHERTY MILL
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

LONDON DAILY LOSES SUIT

Failure to Register Name Nullifies Telegraph's Action

Failure to comply with the Registration of Trade Names Act resulted in the *London Daily Telegraph* losing a suit to enforce an advertising contract between the paper and Frank Sandell & Sons, contractors, according to International News Service.

The Telegraph, after having been published continuously for 70 years, was recently bought by Lord Burnham. It sued under its newspaper name for twenty pounds sterling for an advertisement of the defendant which was to have appeared in a special supplement.

The defendant set up a defense that the supplement had not been published and that anyway the name of the newspaper company had not been registered.

The defense admitted that Lord Burnham, after purchasing the Telegraph, had not registered its trade name. The court therefore ruled that the plaintiff was nonexistent as a legal entity when the advertising contract was made.

The question whether the advertisement was printed or not, was not considered and could not be considered, the court held, since there was no contract, and dismissed the action with costs.

Section 1, paragraph B, of the Act, reads: Every individual having a place of business in the United Kingdom and carrying on business under a business name which does not consist of his true name without any addition other than his true Christian name or the initials thereof, shall be registered."

PRESS RATES CUT

Further cuts in cable and wireless press rates became effective this week. The Western Union Telegraph Company reduced its cable press rate on dispatches to Germany from New York to 12 cents a word. The Radio Corporation of America has lopped two cents off the press charge for wireless between New York and London, the reduction being from 7 to 5 cents. A corresponding reduction of the rate between New York and Paris is expected.

Supplies and Equipment

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON

Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

Drive and Control for Newspaper Presses

A representative installation on a Duplex press, just completed, is that of two 100-h.p., a-c. equipments on a 6-unit Duplex press at the Tampa, Fla., Times. This is a repeat order.

GENERAL ELECTRIC

GOSS
STEREOTYPING MACHINERY
Carried in Stock



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

INVISIBLE EXPENSE

When your blankets are old and worn out, they cause poor printing and many delays, due to the sheets breaking.

Complaints from readers on late delivery and loss of sales.

Rebates to advertisers for poor printing.

Excessive waste paper and extra expense for power and light.

The saving in these items of Invisible Expense for one week will buy a new set of blankets.

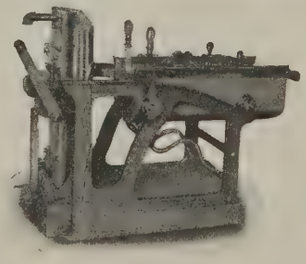
You cannot afford to lower your efficiency by false economy.

New England Newspaper Supply Co.
Worcester, Mass., U. S. A.
Cable Address NENSCO, Worcester

Hoe Patented Duo-Cooled Equipoise Curved Casting Mould

"It is essential to Success to be the first but with the news—and Minutes count."

This Hoe Curved Casting Mould is a time-saver, designed especially for Speed and Efficiency. Cold Water circulating through the stationary Lid and the concave Side, gives quick cooling for rapid Casting.



IF IT'S A HOE, IT'S THE BEST

R. HOE & CO., INC. 504-520 Grand St., New York City

7 South Dearborn Street CHICAGO, ILL.
Pere Marquette Bldg. NEW ORLEANS, LA.
7 Water Street BOSTON, MASS.

JOB WANTED?
Use Our
Classified Department

Classified

EDITOR & PUBLISHER Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS (Cash with Order)

1 Time — .60 per line
4 Times — .55 per line
13 Times — .50 per line
26 Times — .45 per line

White space charge at same rate per line insertion as earned by frequency of insertion. Minimum Contract space, three lines. Special rates quoted for 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisemnt.

ADVERTISING

General Promotion

Advertising Promotion—If you want business, communicate with the International Publications Service, Incorporated. 1841 Broadway, New York City.

If You Want More Local Advertising put to work for you selling our "Worthwhile Features. Write F. G. Hogan Syndicate, Lemcke Bldg., Indianapolis, Ind., or Kane.

Special Editions, Special Sections, Special Pages solicited and placed for reasonable commission. Accounts guaranteed. William E. Sheridan, 568 Pacific street, Brooklyn, New York.

Supplies

Shading Sheets for Art work and Benday effects. Bourges Service, Inc., 144 West 27th St., New York.

BUSINESS OPPORTUNITIES

Brokers

Have You $40,000? If so I can offer you a real bargain in North Dakota. Exclusive evening field; splendid equipment; good circulation earning large dividends on price asked. Box B-Shale, Times Bldg., New York.

Only Paper in mid-west city of 7,000—doubled in population last three years. Paper is now weekly; should be made daily at once. Owner made $11,000 profit last year. Will stand rigid investigation. Available for short time at $27,000; $15,000 cash. Prop. 1113x. Care F. Henrichs, Litchfield, Ill.

Trade Journal, established, in good condition, capable of expansion. Gross about $2 Asking price, $17,500 cash. Harris-Dibble Co., 345 Madison Avenue, New York City.

Newspapers for Sale

Fine Small Daily in Florida coast town. To be bought at inventory price, due to health of owners. Is grossing $6,000 to $7,000 per month. Excellent prospects for future of city and plant. B-824, Editor & Publisher.

Three Owners California commercial printing plant and semi-weekly, showing consistent profits 17 per cent up, plus salaries, last three years, will sell to enter larger business. Exclusive field, town 12,000, near Los Angeles. Down payment, $27,000. B-868, Editor & Publisher.

(Continued on following page)

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

GOSS 24 and 28-page presses good for color or color work, also Goss Sextuple.

HOE Pony Quadruple, Quadruple, Sextuple color Press, Octuple and Double Octuple Presses.

DUPLEX Metropolitan Quadruple stereotype presses—print up to 32 pages.

Available for Early Delivery

WALTER SCOTT & COMPANY

Main Office & Factory.....Plainfield, N. J.
New York Office..Brokaw Bldg., 1457 Broadway
Chicago Office.....Monadnock Block

Pennsylvania-STILL GROWING!

Total value of products from Raw Materials used:

1923 . . $7,438,609,142
1921 . . 5,059,009,410
1909 . . 2,626,742,034

In the past 13 years Pennsylvania increased her production value of products from raw materials almost 3-fold. From 1921 to 1923 the increase is shown to be almost 2½ billion dollars, which demonstrates that her industries have been on the up-grade in growth and expansion, far above the average found in other industrial sections.

Greater production means more labor. More labor denotes more incomes and greater per capita buying, and Pennsylvania's great army of labor is among the best paid in the country.

Every national advertiser should keep pace with the growth and expansion of Pennsylvania. In the Keystone State he can reach one of the major markets of the country. The territory is thickly populated, the cities are large, modern, up-to-date and all the buying is concentrated in these large cities.

The newspapers listed below are all located in the important buying centers. Each one can show you that he has a profitable market. Why not get the facts from them.

	Circulation	2,500 lines	10,000 lines
*Allentown Call .....(M)	32,685	.11	.11
*Allentown Call .....(S)	23,020	.10	.10
†Beaver Falls Tribune.....(E)	6,821	.03	.03
††Bethlehem Globe Times.....(E)	13,272	.06	.06
†Bloomsburg Press .....(M)	7,786	.04	.04
*Chester Times .....(E)	18,612	.06	.06
†Coatesville Record .....(E)	6,834	.035	.03
*Connellsville Courier .....(E)	5,652	.02	.02
***Easton Express .....(E) ***Easton Free Press.....(E)	34,523	.10	.10
*Erie Times .....(E)	30,985	.08	.08
††Greensburg Tribune Review..(EM)	14,883	.05	.05
††Hazleton Plain Speaker.....(E) ††Hazleton Standard-Sentinel....(M)	19,582	.07	.06
*Mount Carmel Item.....(E)	4,229	.0285	.0285
*Oil City Derrick .....(M)	7,088	.04	.04
*Pottsville Republican and Morning Paper .....(EM)	15,403	.08	.07
*Scranton Times .....(E)	42,501	.13	.12
*Sharon Herald .....(E)	7,456	.0357	.0357
*Sunbury Daily Item .....(E)	5,442	.03	.03
*Washington Observer and Reporter .....(M&E)	17,384	.06	.06
†West Chester Local News.....(E)	11,826	.04	.04
*Wilkes-Barre Times-Leader .....(E)	26,204	.06	.06
†Williamsport Sun and Gazette & Bulletin.....(ME)	29,890	.09	.09
†York Dispatch .....(E)	19,955	.05	.05

*A. B. C. Statement, Oct. 1, 1926.
***Consolidated Aug. 28, 1926. A. B. C. Oct. 1, 1926.
†Government Statement, Oct. 1, 1926.
††Government Statement, March 31, 1926.

33% of ALL the RADIO ADVERTISING

In New York Newspapers

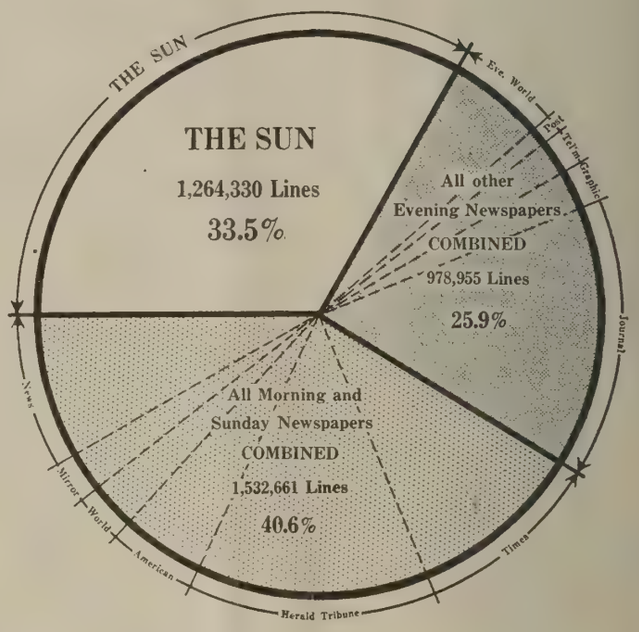
World Leadership in Radio Advertising

For years radio advertisers have used more space in THE SUN than in any other newspaper in the world.

In 1926 THE SUN alone published 33 per cent. of all the Radio Advertising placed in the twelve New York newspapers.

THE SUN'S leadership in Radio Advertising is due largely to the superiority of its Radio news columns, which have drawn to THE SUN a large body of people who are interested in radio and are responsive to radio advertisements.

THE SUN'S Radio Magazine, issued on Saturdays, is edited by radio experts and is the best Radio Magazine issued by any newspaper anywhere. It contains more editorial features of interest to the radio public than the corresponding section of any other newspaper.



RADIO ADVERTISING—1926
New York Newspapers

Evening Papers		Morning Papers	
THE SUN	1,264,330	Herald Tribune	463,181
Journal	580,728	Times	407,293
Eve. World	193,590	News	303,582
Graphic	100.056	American	175,031
Telegram	77,266	Morning World	95,521
Post	27,315	Mirror	88,053
Total	2,243,285	Total	1,532,661

THE SUN is New York's Market Place for Radio Products

The Sun

280 BROADWAY NEW YORK

THIS ISSUE: BIG OIL FIRM DOUBLES NEWSPAPER APPROPRIATION

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1927

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

MEMBER A.B.C.

MEMBER A.B.P.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 47 NEW YORK, APRIL 16, 1927 By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign 10c Per Copy

As Conducted by The Chicago Daily News



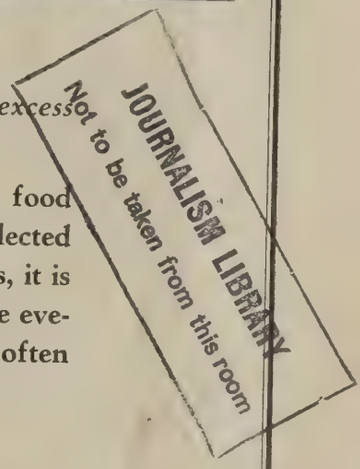
A typical session of the Chicago Daily News 1927 Cooking School

THE friendly purpose of the cooking school is to provide a rallying point for the forces that prepare a city's breakfasts, luncheons and dinners—to inspire anew the most ancient and respected of the arts.

As conducted by The Chicago Daily News the winter session cooking school held in February is a momentous event, sharing abundantly in the immense popularity of The Daily News itself. The meetings of the 1927 Cooking School, twelve in number, were, as usual, overflow sessions, though held in the largest suitable halls to be had. The *average attendance at the meetings was in excess of 6,000 women.*

The Chicago Daily News leads in food products advertising because, as reflected in the success of its cooking schools, it is read in the homes of Chicago in the evening when the culinary art is most often discussed and appreciated.

In 1926 The Chicago Daily News published 964,827 agate lines of food products advertising, which was 118,620 lines more than were carried by the next daily paper.



THE CHICAGO DAILY NEWS

FIRST IN CHICAGO

Member of The 100,000 Group of American Cities

Advertising Representatives:	NEW YORK J. B. Woodward 110 E. 42d St.	CHICAGO Woodward & Kelly 360 N. Michigan Ave.	DETROIT Woodward & Kelly Fine Arts Building	SAN FRANCISCO C. Geo. Krogness 253 First National Bank Bldg.

Average Daily Net Paid Circulation for March, 1927—440,448

Greatest Gain in New York

Suburbs



and City

Steadily gaining intelligent, thoughtful readers, The New York Times has just reached a new high record net paid sale—414,990 copies, average daily and Sunday for the six months ended March 31.

The Times gained more new readers than any other New York standard sized newspaper, morning or evening, and had greater gains in New York City and suburbs. The total increase, average daily and Sunday, was 22,295 copies.

The Times increase over the preceding year, daily, was 18,778 copies—and of these 15,570, or 83 per cent., were in city and suburbs.

The Times gain in Sunday net paid sale was 43,396 copies—and of these 31,210, or 72 per cent., were in city and suburbs.

Thousands of new newspaper readers in the metropolitan district, intelligent and discriminating, have thus expressed in the past year their preference for The Times news—accurate, complete and impartial.

The preference of readers for the New York morning newspapers (standard size) is shown in this table of circulations:

	Average Daily and Sunday, Six Months Ended March 31, 1927.	Average Daily and Sunday, Six Months Ended March 31, 1926.	Gain or Loss.
The New York Times....	414,990	392,695	G. 22,295
Second newspaper.....	343,247	329,860	G. 13,387
Third newspaper.....	336,280	347,771	L. 11,491
Fourth newspaper.....	300,610	294,327	G. 6,283

No other newspaper appealing to a high quality of readers in New York or elsewhere has ever equaled or approached The Times figure of 414,990.

The New York Times.

"All the News That's Fit to Print"

ADVERTISING LEADER IN VOLUME AND CHARACTER IN THE FIRST MARKET IN THE WORLD.

Why Do We Harp On "Homes"?

¶ If you knew Baltimore as we know Baltimore, you'd understand why we keep talking of the Sunpapers as the home-papers.

¶ Baltimore has its share of large, modern apartment houses. Baltimore has beautiful suburbs with luxurious private residences.

¶ But more characteristic of this city are the two-story houses—owned by the people who live in them—stretching mile after mile and spreading over a large part of the city's area.

¶ It is this feature of Baltimore which makes the Sun Carrier so important in the distribution of the Sunpapers. A Sun Carrier distributes his papers one by one at the front doors of hundreds of homes, covering many blocks—Morning, Evening and Sunday—down one side of the street and up the other, dropping a Sunpaper at practically every door along his route!

¶ For home-owners, above all others, must have the "home-papers" of their home town—the Sunpapers.

Average Net Paid Circulation for Month of March, 1927

Daily (M. & E.) . . .	**254,962**
Sunday	**200,117**

A Gain of 2,363 Daily and 9,433 Sunday Over March, 1926

JOHN B. WOODWARD
Bowery Bank Bldg.
110 E. 42d St., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

C. GEORGE KROGNESS
First National Bank Bldg.,
San Francisco

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"

CONCENTRATE

"In Philadelphia nearly everybody reads The Bulletin"

The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

537,974 COPIES A DAY

The circulation of The Bulletin is the largest in Philadelphia

Member of The Associated Press

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephones, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations. Member Associated Business Papers, Inc.

Vol. 59 NEW YORK, APRIL 16, 1927 No. 47

Vacuum Oil Doubles Newspaper Space; $450,000 to Reach Consuming Public

ormerly Used Bulk of Advertising in Magazines and Farm Journals—Find Need to Reach "Larger Market"—Mass of Automobilists Read Newspapers

By PHILIP SCHUYLER

HE Vacuum Oil Company, makers of Gargoyle Mobiloil, this week anced that they had more than doubled r newspaper advertising appropriation rder to reach "a larger market." Last r's newspaper expenditure of $200,000 been raised to $450,000 for the 1927 paign, Paul F. Wiggin, assistant adising manager, informed EDITOR & BLISHER in an exclusive interview.

o the 76,000 Mobiloil dealers, the nge in the Vacuum Oil Company's ertising policy was described as "a ng climax to the 16 years of Mobiloil ional advertising."

Eight and a quarter million families more, who read 118 newspapers, will Gargoyle Mobiloil advertised each k for 29 weeks beginning in April and ning through October," the dealers e told. The campaign started on il 15.

o EDITOR & PUBLISHER, Mr. Wiggins :

Since 1912 we have placed the bulk of advertising in the magazines and farm nals, but as the market grew we e gradually added to this through the spapers in order to reach a larger ket, the larger mass of automobile ers who are not readers of the magas."

he Vacuum Oil Company started adising in the newspapers in a small way 1921, gradually increasing the appro-tions, but making the biggest jump year. The medium has been put to e by the firm's advertising department several outstanding occasions and has the test.

n a Sunday last year when Commander Byrd made his sensational airplane ht to the North Pole and back using biloil in his engines, the Vacuum Oil npany worked fast and got advertising y on the feat into a list of 120 newsers in the Monday morning editions. This one advertising flash in the newsers cost us about $40,000," Mr. Wigi said this week, "but it was well worth price. If it were possible I would e all my advertisements based exclu-ly on the news.

Timeliness is one of the biggest adtages of newspaper advertising. pled with this is the fact that in using spapers an advertiser can concentrate advertising where it is most needed, where sales need strengthening."

group of New York special repreatives were called together by Mr. ggin and the Blackman Company, the York advertising agency handling account, on April 4. The 1927 camn was explained to them at that time various plans for "co-operation" ussed.

We are not interested in any trick peration," Mr. Wiggin told EDITOR & BLISHER, "but we believe it is the duty newspaper to give our advertising a nce to be read. We certainly do not t the unusual.

There are several services which newsers are offering that we like, such as the use of a newspaper's show window or possibly the mailing to dealers of a broadside telling about the advertising campaign. That is about the extent of the co-operation we expect.

"We do think that newspapers can also help in making this campaign mean more to our salesmen by, as some publishers have themselves suggested to us, addressing branch meetings of our dealers, or, as several New York newspapers have promised, to show our men through their plants and give them talks on the value of newspaper space.

"We don't want any free publicity for Mobiloil."

For EDITOR & PUBLISHER Mr. Wiggin briefly outlined the history of Mobiloil advertising.

"In 1912 when we started advertising the number of automobiles registered in this country was about 639,000, and we bought 5,000,000 magazine and farm paper circulation. The ownership of automobiles in those days was largely confined to well-to-do and very wealthy people. These people, we thought, would be reached better through the magazines. We believed that there would be better receptivity of our copy if it was presented to a reader in the magazines. At that time our copy was educational in tone and was quite long, being full of engineering data and fact.

"We continued this policy for 10 years. In the meantime, the registration of automobiles grew rapidly. Between the years of 1912 and 1919 it increased about 1,000 per cent, and, in 1921, we decided to add newspapers to our advertising program, feeling that we were not buying enough circulation in the magazines and farm papers to reach adequately the increased registration.

"Our advertising in newspapers began very conservatively. Few insertions and small space was our policy during this early period.

"After 1921 the size of our newspaper appropriation increased somewhat, but it was not until 1926 that we spent as much as $200,000. Automobile registration since 1921 has grown even more amazingly than during the period of 1912 and 1921. It has been more than doubled in the last six years, and the necessity for more newspaper advertising on a larger scale became doubly apparent.

"This year's campaign is made up of 29 advertisements running approximately three newspaper columns and ranging from a total of 21,000 to 28,000 lines in 118 newspapers in 100 cities. By doing this we have added 8,300,000 circulation to our magazine and farm paper circulations, giving us very nearly a blanket coverage of automobile owners in this country."

From the New York office at 61 Broadway the Vacuum Oil Company sent out a broadside on April 15 to its dealers announcing the big newspaper advertising campaign. The broadside was made up in the form of a newspaper and carried on its masthead the title "Mobiloil Advertiser."

Statistically minded persons in Mr. Wiggins' office were put to work and an impressive story on what $450,000 spent in newspaper advertising means was prepared for this publication. Some of the features of the campaign as explained thus for the dealers are herewith reproduced.

"Babe Ruth fills the Yankee Stadium home of the American League baseball team, with 70,000 people.

"But the great throng of Mobiloil advertising readers could fill Yankee Stadiums every week for 29 weeks if there were two stadiums in each state in the country. And after crowding 96 stadiums of that size, enough people would have to be turned away to fill twelve more stadiums just as big.

"Every week for 29 consecutive weeks, 118 newspapers in 89 cities will carry the Mobiloil message to Correct Lubrication to more than eight million readers, a total of more than one-quarter of a billion copies of Mobiloil newspaper advertisements during the run of the campaign.

"This is by far the biggest and most comprehensive motor oil newspaper campaign ever attempted by Vacuum or any other oil company.

The tremendous number of one quarter of a billion readers reached in the effort of the Vacuum Oil Company to sell its products for its dealers is so vast that without comparisons with some familiar figures is almost beyond the power of the mind clearly to comprehend.

"The total population of these United States is less than one-half the number of copies of Mobiloil advertisements that will appear in the coming seven months. That is, there will be two copies of advertisements for every man, woman and child in this country.

"Every week of this campaign will find in newspapers four times as many Mobiloil advertisements as there were American soldiers overseas during the World War.

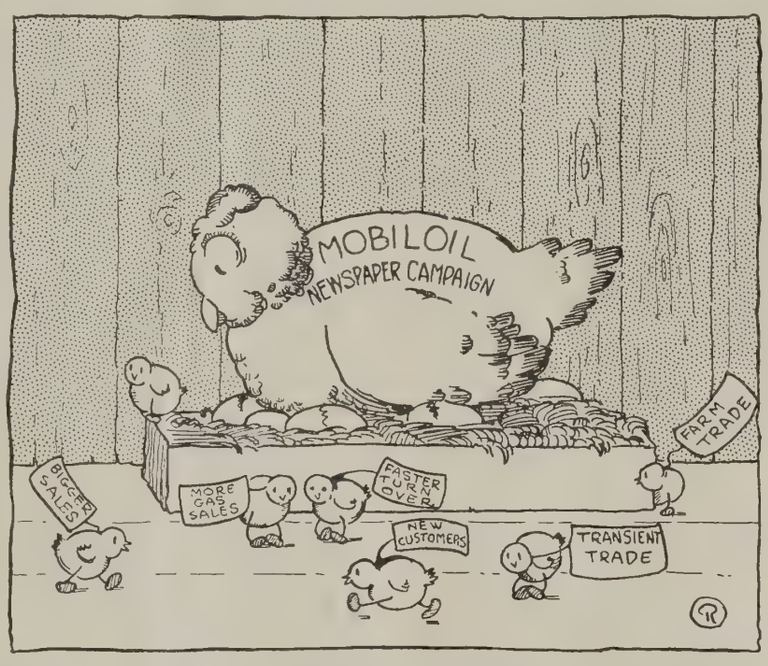
"The total of these advertisements will represent 6,037 copies for each Mobiloil dealer in this country.

"If it were filled once a day, it would require over two months to accommodate in the Sesquicentennital Stadium in Philadelphia, with a capacity of 125,000, the people who will be reached each week by the newspapers containing Mobiloil advertising.

"Printed on high speed presses at the rate of 3,000 an hour, these newspapers would require 80,499 hours of continuous running, or 3,354 days. This is more than twice the length of the great war, which began in August, 1914, and ended on Armistice Day, November 11, 1918.

"If piled one on top of the other the quarter billion copies of Mobiloil advertisements would attain the astounding height of 43,581 feet. When it is considered that the Eiffel Tower in France is the tallest structure in the world, it is evident that nothing of human construc-

(*Continued on page 22*)



Hatching bigger and better Mobiloil sales

CANTON PUBLISHER'S CLASSIFIED AD REFORMS MAN WHO RIFLED HIS HOME

Penitent Wrongdoer Now Working for C. E. Morris, Publisher of Canton News—Returns Automatic Revolver and Other Articles After Reading Advertisement

(The following remarkable story of what a classified advertisement accomplished in the Canton (Ohio) Daily News was published in the Daily News April 8.)

A YOUNG man whose name shall not be told has been diverted from a life of crime with its certain end, and property stolen by him from a home he entered as a burglar has been returned through a proper appeal in the classified advertising columns of the *Canton Daily News.*



CHARLES E. MORRIS

While the family was out to dinner on Thursday evening, March 31, the home of Charles E. Morris, publisher of the Canton Daily News, was entered by an unknown, who now shall remain unknown, by breaking in the glass of a back door and the house was completely ransacked. Among other articles taken was an automatic pistol and its clips, the property of Maj. H. W. Miner, managing editor of the Canton Daily News, which had been loaned to Morris at a time when threats were being made against him for pursuing the investigation of the murder of his predecessor, Don R. Mellett.

The police were notified by Morris and a thorough investigation was made both by city detectives and by Acting Bertillon Chief William Grether, but nothing was found which might lead to apprehension of the marauder. With a faith both in humanity and in the appeal of advertising, thinking that need may have driven some one to theft, Morris placed this advertisement in the "Help Wanted—Male" columns of this newspaper:

> If the person who took an army colt .45 cal. automatic and other articles from ———— residence Thursday evening will return the gun to the business manager of The News, he may keep the other articles without fear of prosecution and will be given employment if that is what he needs. This gun is the "buddy" of an ex-service man who carried it through many battles.

The following day, which was Saturday, this anonymous response came:

> "Back inside of a month. Please forget. Gun."

And with all that had gone before left open either a threat or a promise.

Still another communication, also anonymous and hand-printed, came:

> "Your gun will be restored to you in a few days. Please forgive me but I am on my last legs. I served time and had made good for a long time, building up a good name and was engaged to marry a fine girl of good family, but while with her at a party, to be a good sport I drank. Then something was stolen where I worked. My past came up when the police investigated although they proved I was innocent. But I had to quit my job. Future nil. Then I got started again and went back three months later to visit the girl. Got drunk. Then came to my senses and was about to be arrested for breaking into or attempting to break into a house. I don't think I did it but don't know what I may have done while drunk.
>
> "Went hungry. No work. Always looking for my past to come up if I had work. Go back to old game because I have the name so I enter your home, take gun and think go stick up now got gun.
>
> "Read paper and found out who I robbed. Think of what you went through. That gun maybe saved your life, or your wife, children. It may have brought you back to them. Fond memories. All I have to cherish can't deprive you of yours. So will return gun. Trust to your sense of honor, which must be high or you wouldn't have your job, to keep this from police."
>
> "Let me know through paper if you get this; also let me know if you get gun O. K."

Through the "Want Ad" medium assurance desired was given.

Returning home late Wednesday evening, Morris was called to the telephone and asked if he had "looked on the back porch," then told to do so. Asking the caller to hold the line, he looked and found the gun and other articles wrapped in newspapers. Returning to the telephone Morris sought to learn the young man's story and to make an appointment with him.

By pre-arrangement the young man, who might be called Brown only that is not his name, came to the office of the publisher on Thursday and unfolded his entire story, giving consent to use it that others may be helped. According to him, save for the boyhood escapade—he looks only like a boy now although he served a long term in the Ohio State Reformatory—the Morris burglary is the first and only one he ever did, and this only because he was hungry and thought to get food.

"While in the governor's office, associating with Warden Thomas, who also believes in men," said Morris, "I learned that no man can be so bad, unless totally irresponsible for his acts, that there is not some good in him. What has happened here is proof."

The young man—call him Brown—is no longer hungry. And thanks to one of Canton's "hard-hearted and hard-headed" business men, the young man will be given a job, with another chance to make good.

Meantime, with scarcely a clue, Chief of Police Wise and his aides had virtually closed on their man, who meantime had returned the stolen property and thereby earned the chance now given him to "make good."

TACOMA DAILIES WIN $50,000 LIBEL SUIT

Jury Decides Against J. H. Ryan, Publisher of Ryan's Weekly, Who Was Called "Negro Publisher" in Article

By unanimous verdict a jury on April 6, returned a verdict for the defendant in the lawsuit instituted by J. H. Ryan, publisher of *Ryan's Weekly,* Tacoma, for damages against the Tribune Publishing Company, publishers of the *Tacoma* (Wash.) *News-Tribune* and the *Tacoma Ledger.* Ryan sought $50,000 damages which he alleged were caused to him when the two papers last July referred to him in newspaper articles as a negro publisher.

Ryan, who several years ago served a term in the state legislature, sought to prove that the reference to him as a negro caused damage to his paper and forced his withdrawal as a candidate to the legislature last year. He attempted to prove political animus, also, it being understood that he was receiving the backing of the forces of Governor Roland H. Hartley, to which the News-Tribune was opposed.

Superior Court Judge E. D. Hodge, who heard the case, held, however, that the entire case hinged upon the point as to whether Ryan was a negro, and instructed the jury that if it determined this to be the case it must hold for the defendant. Ryan declared he had Creole Indian blood, but birth certificates and death certificates of relatives introduced as evidence caused the jury to decide otherwise.

Joseph H. Zuker of Cleveland, prominent libel attorney and former Cleveland newspaperman, was associated with Lyle and Henderson of Tacoma in representing the Tribune Publishing Company in the case.

EDITOR & PUBLISHER CALENDAR

April 19—Associated Press, directors' meeting, New York.
April 19—League of Advertising Women, monthly dinner, Advertising Club of New York.
April 21—American Association of Advertising Agencies, New York Council, monthly dinner, Hotel Pennsylvania, New York.
April 22-23—Panhandle Press Assn. 20th annual convention, Amarillo, Tex.
April 24-30—Forest Week.
April 25-26—Associated Press, annual meeting, Waldorf-Astoria Hotel, New York.
April 25—United Press Associations, 20th anniversary banquet, President Coolidge speaking, Biltmore Hotel, New York.
April 25—International News Service, "Garden Lark," Friars Club, New York.
April 25—National Advertisers' Day.
April 26-27—American Association of Advertising Agencies, executive committee meeting, New York.
April 27-29—American Newspaper Publishers' Assn., annual convention, Waldorf-Astoria Hotel, New York.
April 28—100,000 Group Newspapers, luncheon, Waldorf-Astoria Hotel, New York.
April 28—Bureau of Advertising, A. N. P. A., annual banquet, Waldorf-Astoria Hotel.
April 29—Dinner to Ed Howe, Biltmore Hotel, New York.

15 ADVERTISERS SPENT $1,800,000 IN DAILIES

Additional Estimates Obtained by A. N. P. A. Bureau of Advertising Bringing Total Spent by 324 Firms to $102,117,000

Fifteen more estimates of national advertising expenditures in newspapers during 1926 have been added to the previously announced list of 309 by the Bureau of Advertising of the American Newspaper Publishers' Association. The 15 spent a total of $1,800,000 in newspapers. The new total estimates of the Bureau becomes, therefore, a list of 324 advertisers spending $102,117,000. They follow:

Elizabeth Arden	$115,000
Associated Oil Co.	200,000
B. V. D. Co.	90,000
Chicago Great Western R. R.	100,000
Church & Dwight Co.	60,000
Daggett & Ramsdell	70,000
Dollar Steamship Line	70,000
Flint Motor Co.	180,000
Pacific Steamship Co.	100,000
Philippe, Louis, Inc.	65,000
Piver, L. T., Inc.	150,000
Polk-Miller Drug Co.	150,000
Schilling, A., & Co.	150,000
Shell Co. of California	50,000
Standard Oil Co. of California	250,000

HOE OFFICERS RE-ELECTED

Board of Directors Also Re-named at Stockholders Meeting

At a meeting of the stockholders of R. Hoe & Co., Inc., held Tuesday the following were unanimously re-elected as directors: Boudinot Atterbury, Frederic G. Coburn, John W. Cutler, Arthur I. Hoe, Morris W. Kellogg, Fred G. Kent, Wallace E. McCaw, Harold Stanley, H. R. Swartz, Harold M. Tillinghast.

At the annual meeting of the Board which followed, the following officers were all unanimously re-elected: President, H. R. Swartz; vice-presidents, Harold M. Tillinghast, Fred G. Kent, Harry V. Ball, Charles W. Gaskell, Addison J. Gallien; treasurer, Allen W. Lishawa; secretary, John M. Masterson; assistant secretary, Louis Roehm.

MEMPHIS DAILY SUE FOR A MILLION

Commercial-Appeal Attacks Pr Scimitar's Figures in Editorial— Latter Orders Audit and Starts Suit

(By Telegraph to EDITOR & PUBLISHER*)*

MEMPHIS, TENN., April 14.—A suit $1,000,000 was filed here today by *Memphis Press-Scimitar* against *Commercial Appeal* as a result of all tions printed by the Commercial Ap that Press-Scimitar sworn circula figures were false.

The Commercial Appeal charges cipitated the hottest circulation fight city has ever seen. The Press-Scim a Scripps-Howard newspaper, in its filed by Baker and Sidlo, general cou declares that the Commercial App statements were made with knowledg their falsity and asks active, compensa and punitive damages. Both papers members of the A. B. C.

The Commercial-Appeal made the charge in its last Sunday issue that Press-Scimitar circulation figures w false. The Press-Scimitar Mon printed a brief announcement that Commercial-Appeal would be held countable. Tuesday the Press-Scim announced that the Commercial-Ap charges would be proven false throug double audit and that a civil suit damages would then be filed against Commercial-Appeal.

Both papers have resorted to full-p advertisements in presenting their cla and charges and the word "lie" has b used by each.

On April 1, the Press-Scimitar nounced that its daily average net circulation for the past four and half months was 93,562. The period ered by the statement was that since consolidation of the *Memphis Press News-Scimitar.*

In opening its attack on the figures Commercial-Appeal said:

"The recent press runs and circula records show that the Press-Scimitar far less than 93,562 paid subscrib probably not more than 73,000."

In announcing the action it would the Press-Scimitar said Tuesday:

"First a complete audit of the fig in question has been called for from central office at Chicago of the A Bureau of Circulations. In addition, the public may be doubly convinced, audit has been ordered from one of nation's most noted firms of certi public accountants, Haskings & S Upon completion of these audits, the ing will be published. Following t publications, the audits will be utili as the basis for a civil suit for dama by the Press-Scimitar against the C mercial-Appeal."

The Press-Scimitar announces its d circulation now is above 96,000. Commercial-Appeal (morning) annou its circulation is 103,739 and the Ever Appeal 41,542. The circulation battl the climax of keen competition betw the Press-Scimitar and the Morning Evening Appeals following the purch by the Scripps-Howard papers of News-Scimitar and its consolidation w the Memphis Press under the name the Press-Scimitar.

The Evening Appeal was launche few weeks after the Press and Ne Scimitar consolidation. Lovick P. Mi attorney, succeeded the late C. P. Mooney as president of the Commer Publishing Company.

SIGNS 1,000,000 LINE CONTRAC

The largest local advertising contr ever entered into by a San Antonio b ness firm has just been signed by Frederick G. Oppenheimer, president, the Joske Bros. Company departm store. It is with the Express Publish Company and calls for use of more t 1,000,000 lines annually in that compa two papers. Joske Bros. Co., under contract, will use a page daily exc Saturday in the *Evening News,* with r ular daily advertising also in the *Exp* and a page in the *Sunday Express.*

SESQUI PUBLICITY MAN "CONFESSES ALL"

Managing Editor of Bridgeport (Conn.) Herald He Is Making Atonement by "Socking" Press Agent Matter — Asks Publishers to Match Nerve with Space Grabbers

By ANDREW McCLEAN PARKER

Managing Editor, *Bridgeport* (Conn.) *Herald*

Andrew McClean Parker, author of this article, joined the publicity department of the Sesqui-Centennial Exposition early in 1926, jumping fresh into the publicity game from a career which up to that time had been devoted exclusively to legitimate newspaper work. With the Exposition, he served in a dual capacity, as assistant director in charge of the administration and publicity of the American Youth Award and as executive assistant to the director of publicity of the Exposition. He was the last member of the department to leave, electing to return to newspaper work rather than to pursue his experiments in the fine art of space grabbing. Mr. Parker now is managing editor of the Bridgeport (Conn.) Herald, craving, he says, the forgiveness of sins and the resurrection of an honest-to-goodness line between news and advertising.

AVING recently emerged from the inner circles of the space bandits' n to return to the heavenly bliss of spaper work, I have fresh upon my mory the impressions of this journey n the ridiculous to the sublime and pose here to set forth the fact that ine art of the space grabber, viewed n either side of the fence, is today worst thorn in the side of an editor. rtunately, the average press agent crude beast, usually foraging around r a high-sounding title like "di- or of public relations." His stuff vious. And while ninety-nine out of ndred vaguely try to disguise their pet mes and slip one over, the secret lly is as prominent as the Rock of ltar and the editor doesn't have to e much time in separating his wheat his chaff.

lit now and then a subtle boy will t over a fast one and while these are and far between, it means that every- these days has to be watched care- lest something is maneuvered past lesk.

litors need not become alarmed over act that nearly every newspaper man me time or other feels the lure of the lled "easy money" in the publicity . In actual practice, the easy money t as easy as it looks, and the worst most of us have to contend with is mber or two of the local staff doing eekly bit for a movie house or a ry Club. My own publicity ex- rnce was no deeper than that when rtunity came to me to be an "expert" he staff of the Sesqui-Centennial national Exposition.

Overnight I lost my identity as a news- man and started in the next morn- s executive assistant to the publicity tor of the big show.

Heviously I had looked upon publicity passive nuisance and a necessary yance, not to be taken seriously. But outlook, I found, depended largely the viewpoint. It never had red to me that publicity men were ws who ran around trying to get thing for nothing. But such indeed the case.

t of the horrors of the past I have e me the official and final report of irector of publicity of the Exposition, one legal-size, typewritten pages, e-spaced, a document which fell to lot to compile and which contains g other things, a general estimate of mount of space which we were able rab from the generous editors of ica.

m January 1 to October 30, 1926, lepartment released 45,800 publicity lcasts under the guise of news and tres. A regular clip sheet went to newspapers and other publications week, a list representing the total lation of newspapers on the North ican continent. And all of the news- ring agencies, in addition, were l targets for Exposition material.

t of this flood of propaganda, the ds showed that from January to mber, five clipping bureaus alone ned 200,000 clippings, with their estimate that they were only scratch- e surface and that the clippings they red represented less than ten per t of the number actually printed.

m May to July over 22,000 photo- s were slammed down on the ial desks of America, more or less sfully, the most notable single ivement in this respect being the ing of a double truck spread of six- columns in the Sunday rotogravure n of the *New York Times*.

one was ever able to figure accurate- e total amount of space grabbed gh the plate and mat "service" which ent to nearly 12,000 newspapers, but servative estimate compiled from a l check of newspapers in Arizona, Arkansas, California, Colorado, Georgia, Idaho, Illinois, Massachusetts, Pennsylvania Texas, Washington and Wisconsin, revealed that each of the 3,195 papers in these states which received this service, used 90 inches of Exposition propaganda —better than a full half page of pictures. These figures, showing the generosity of American newspaper editors, are exclusive of the number of "news" clippings mentioned above.

On page 47 of the report, I find the cunning paragraph, written, I recall, with some glee:

"Another effort to get the message of the Exposition into the newspapers of the country was made through Philadelphia advertising agencies which were asked to send to newspapers and periodicals a summary of Exposition facts and figures and copies of the statements of Herbert Hoover and Secretary Kellogg. All of the advertising agencies which were approached on this subject consented to carry out the suggestion."

Thus the pernicious influence of the press agent was carried into newspaper business offices through a number of the advertising agencies of Philadelphia.

Through a network of publicity representatives which extended from the Atlantic to the Pacific and from New England to Tennessee, the constant hammering at the editorial desks and the news agencies was continued, and as a final word from the "official" report, I run across this morsel to delight the fellow editors to whose fold I have returned.

"Advertising and publicity are totally different procedures and do not mix any better than oil and water. Persons who know advertising best know least about publicity on account of this very antithesis of viewpoint. The outside promotion of the Exposition had to be done either by advertising or by publicity. A combination of the two would have been distinctly unwise because one would have nullified the effect of the other.

"To make any effect upon the people of the 48 states through the great number of metropolitan dailies, smaller dailies, and the innumerable weeklies, to say nothing of the magazines of national circulation, would have required an appropriation of from two to three million dollars, and any advertising man who will face the fact squarely will admit that this would be only a drop in the bucket.

"What would have been the effect if such an appropriation had been made and the advertising had been placed? Obviously, it could have been given to only a very small number of publications if there were to be enough repeated insertions in each of them to make any effect on their readers. Obviously, also, the publications which did not receive this advertising—and they would have been in the majority —would either have declined to print anything about the Exposition at all in their news columns, or, in a smaller number of instances, where there is a close association between the business offce and the editorial management, would have adopted a hostile attitude. In other words, if the outside promotion of the Exposition had been placed on a strictly commercial basis it would be folly to expect a majority of the publications to give free of charge what their competitors were being well-paid for."

Words of wisdom, those. And yet everywhere, publications today are falling for the press agents' wiles and are giving away their space, prostituting their news columns with material which other newspapers print as advertising at advertising rates.

Depending upon the immediate situation, the job of publicity man requires begging, imploring, pleading, faking, and to be quite frank about it, a whole lot of shyster work which in time has come to be looked upon as "legitimate"—from the press agent's viewpoint.

From beginning to end the publicity game was a battle of wits with the keenest class of executives in the world, the newspaper editors of America, and it occurred to me often that if I ever got back upon a newspaper desk my one aim in life would be to defeat every press agent who attempted to steal my space.

And what a glorious time I am having! Years ago as a youngster, it was my privilege to serve under a managing editor, one Robert Bentley, then of the *Tampa* (Fla.) *Tribune*. Bless his heart; I hope he may still be on earth.

He said to me one day, when scoring a doubtful piece of copy:

"Mac, if there's any question about it, throw it up to the ceiling. Then if it sticks, print it!"

His logic often comes back to me as the more subtle of this press agent stuff comes to my desk. I find it a splendid rule to follow and you must believe that darn little of that copy sticks.

I have before me at the moment, a one-mail collection of press agent stuff which has reached my desk. Here are a few of the subjects:

Six pages from Henry Ford on his Sapiro troubles.

Five pages of appeal for the standardization of weights and measures.

A flock of stuff from the Inter-Ocean Syndicate of Chicago, espousing everything from clocks to deodorizers. These people are particularly obnoxious in their press agentry.

Many sheets from the First National Pictures Space grabbers on a "College-men-wanted-for-movies" scheme.

A 12-page book from the Atlantic Deeper Waterways Association.

Four pages from the "National Industries News Service" of Washington, with a return postal which I am requested to sign. It reads: "Send us your copy. We will cooperate." The stuff is terrible, and the effort obviously has been made to disguise the products they are attempting to put over. One story plays up a scheme to keep rugs flat and to prevent

(*Continued on page 45*)

Today Is Easter

Following is an Easter editorial written a year ago by Don R. Mellett, slain editor of the Canton (O.) Daily News.

TODAY is Easter. In some ways Easter is and should be the most wonderful day of all the year, more wonderful even than Christmas. It means a rebirth. It was on this day almost two thousand years ago that Christ Jesus came back to life on earth and by so doing gave to us renewed life, hope and faith in things eternal, gave to us the truth about life and the way to live. And ever since that day Easter has meant to us the coming to life of all things. For us it should mean the rededicating of our lives to the things for which Jesus stood, to the things for which He so willingly gave his life and suffered that we might know.

And how beautiful is the thought of Easter. Nature, as well as man, seems to know that she too must burst out into a new life at this time of the year. The trees are putting forth their new buds, the grass is beginning to grow green, the crocus is just beginning to unfold its delicate petals to the sun. All seem to be ready and willing to show their faith, their trust, in a higher power to bring them into full growth and maturity. It is a wonderful thought. Nature is thus, and yet man, with all his powers for reasoning and understanding oft times trusts not, plodding on he knows not where without the help and guidance of Him who died that the world might live.

But springtime, the time of Easter is here. New life, new thoughts, new love responds to the great miracles of nature. Our Savior made it so knowing that we must be ever reminded of the truly worth-while things, not money nor gold but faith, hope and love. Easter does this for us all. This rebirth given to plants and the trees and the grass and the flowers ever stands as emblematic of the rebirth of man, as a memorial to the things which make life worth the striving. It stands as a monument, ever re-representing itself to our minds, to the worthwhileness of loyalty to standards, devotion to truth, faithfulness to mission, steadfastness to ideals, and a lofty and unwavering faith in God and in spiritual realities.

At Easter time anyway, we leave the material things of life if even for only a moment and do homage to the things through which the world must be redeemed. Nature makes us do this, and the Lord so made nature, and gave to us the greatest lesson of life for all time to come in the rebirth of Christ Jesus. The Son of God could not have come back to earth at anytime of the year other than spring nor could spring have come at any time of the year than at just the time when the Son of God was reborn.

Easter Time is truly a wonderful time. It is a time for reverence, a time for reconsecration to the only worth-while things of life—the things of eternity. Nature is leading the way—showing the light of wisdom. Man should follow. The observance of Easter is both wise and beautiful, and the world would be much poorer were it otherwise.

May this Day of Resurrection come to mean more and more to all the peoples throughout the world with every year.

GREAT WASTE IN FLORIDA COMMUNITY ADVERTISING HUNT TELLS CONVENTION

City Funds Being Badly Handled by Incompetent Committees He Tells Fourth District Meeting, in Urging State Board to Supervise Expenditures

ASSERTING that there is such a serious waste in the expenditure of publicity tax funds in Florida that some action must be taken soon, or the public will lose interest in the annual opportunity to meet tax levies for this purpose, Carl Hunt, of Orlando, former general manager of the Associated Advertising Clubs of the World, told the Fourth District, International Advertising Association convention, that he favored a State Publicity Board to assist communities in wiser expenditures. The meeting was held in Daytona Beach, Monday and Tuesday.



CARL HUNT

"Technically, as I understand it, the tax levy is for publicity and tourist entertainment, but I am using publicity and advertising interchangeably because the objective is to make known, and the one great opportunity to get effective publicity is through paid advertising space," Mr. Hunt said.

"The need here," he continued, "is urgent for two reasons. In the first place, practically every city and county in the State, and this even includes quite small cities, has a tax levy for advertising, and if this is to be continued, which of course we hope it will be, there must be more intelligent use of these funds. People will get tired of the advertising tax unless the money raised for the purpose of advertising can be employed so that it will yield at least some return.

"And in the second place," he declared, "while I am not intimately informed upon the manner in which tax advertising funds have been employed in other sections of the United States, it would be difficult to imagine a looser or less intelligent expenditure of funds than has come to my attention through inquiry among a number of chamber of commerce men about the State.

"A great deal of this money is used for purposes that are only distantly related to advertising, publicity and tourist entertainment—objectives which are seventeenth cousins to such purposes. And any advertising agent who has had experience in handling community advertising funds in Florida will tell you that even that portion which does find itself into recognized advertising mediums is often used in a way that is utterly astonishing, because some committee of local character—and a new committee each year—determines the mediums without knowledge either of the advertising problem or the circulation or appeal of the mediums used.

"I will give you just one example," he said. "In one city, the chairman of the advertising committee insisted upon the use of a certain weekly which he himself read, in the face of the fact that no advertising man in the world would have devoted such a proportion of the appropriation to that publication—if indeed, it would be included in the list at all—because the chairman said other local people would see the advertisements in that weekly and would feel that the committee was doing good work. His notion prevailed, too. Another member of the same committee brought about the inclusion, on the list, of a woman's publication appealing to society women, and that part of the appropriation brought just one inquiry and nothing ever came of that one.

"We do not administer our school funds in any such fashion. What I am saying does not apply to all community advertising tax money in Florida, but to a great deal of it. It is only because the general public—the tax payer—has so little knowledge of advertising and the wonderful things that it can do, and because the public is often misinformed as to the results obtained, that we still have such faulty administration of advertising tax levies in many of our communities.

"Such a State Board as I have suggested would do a world of good if the law establishing it did nothing further than to require that each municipality prepare an advertising plan and budget and submit it to the State Board for constructive criticism.

"The public it at least entitled to know what it is getting for its money.

"A chamber of commerce man asked me, awhile back, if I thought he should spend his entire advertising appropriation to help maintain a radio station in a nearby city, in exchange for which (though it was not so stated precisely in the contract) his city was to give the programs on one evening each week. It developed that he was asking through curiosity, for the arrangement had already been made by an advertising committee appointed with power to act.

"It developed that the price paid the radio station was almost sufficient to pay all the expenses of the station for seven nights a week. The chamber of commerce man did not know what, if any, connection the chairman of the committee had with the people who owned the radio station.

"The worst of the situation was that this little station, with nothing whatever outstanding in the way of programs, was not even so much as known to a large majority of radio fans in Florida, and you may be assured that it was on the rarest occasions that it was picked up outside of Florida. An Orlando chap I know who prides himself upon picking up far-off stations, had never heard of this one, less than 200 miles away.

"Then there are the numerous communities where appropriations are made from the advertising fund for things that hardly so much as have a remote smell of advertising or tourist entertainment. I was told today of a case where one city—and a good big Florida city, too—is planning to spend something more than 10 per cent of its advertising and tourist entertainment money for the furnishing of a public building, upon the theory, apparently, that some tourists will use that building, along with the local people. But of course the same tourists will use the sidewalks of that city, and it would seem quite as logical to use the fund for sidewalk building.

"The existence of such conditions (and I could name many specific examples) is what has prompted me to suggest a State Board of Advertising, with the power to require each municipality to file a complete statement of its advertising and tourist entertainment plans, along with its budget, the State Board of Advertising, in turn, to review the plan and budget and publish its opinion of the value of the plan."

Richard H. Edmonds, editor, *Manufacturers Record,* Baltimore, pointed out that a correct outside viewpoint of Florida could be adequately gained only if some fund in which the whole state has an interest is made available. Florida municipalities wisely tax themselves in order to obtain adequate advertising appropriations. The same theory that justifies local budgets to obtain advertising through taxation, justifies a state advertising budget, he said.

H. G. Andrews of the Florida State Chamber of Commerce stressed the necessity for clearly analyzing the "sales points" which the state possesses, toward creating an advertising and promotion program which would appeal accurately and honestly to potential business and population.

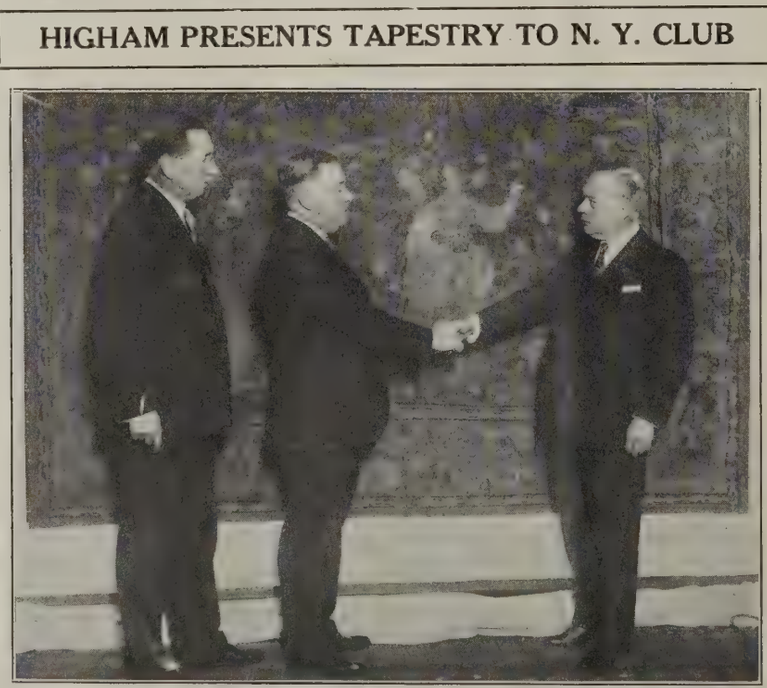
Harry Coleman, district sales manager, Gerlach-Barklow Company, Joliet, Ill., spoke on advertising specialties; Don Emory, Daytona Beach, talked on "Keeping the Advertising and the Follow-Up in Tune" and various phases of public utility advertising were treated by A. P. Cooke, commercial manager of the Peninsular Telephone Company, Tampa, and George R. Hilty, Florida Power and Light Company, Miami.

New Fourth District officers elected are: Chairman Frank H. Burns, Orlando; secretary, Noble T. Praigg, St. Petersburg; vice-chairman, Walter Bigelow, Miami; Don Emory, Daytona Beach; M. T. Respress, Jacksonville; Marvin Knight, Tampa. The next convention will be held in St. Petersburg.

The closing session was featured by the adoption of a resolution calling on the state to appropriate a fund of not less than $350,000 yearly for the two years, to advertise its agricu and industrial resources.

This fund, the resolution dec should be administered by a com Advertising Board to be selected b governor, of which the Commission Agriculture shall be a member. An resolution asked the legislature to port the Printers' Ink Act now in in New York which makes fraud advertising a misdemeanor.

HIGHAM PRESENTS TAPESTRY TO N. Y. CLUB



Sir Charles Higham, British advertising agent, and New York Advertising Club officials photographed at the presentation by Sir Charles of a rare 16th century Flemish tapestry to the Club. Left to right: Gilbert T. Hodges, vice-president of the Advertising Club; Charles C. Green, president, shaking hands with Sir Charles. The tapestry can be seen in the background.

WOMAN IS PRESIDE OF FLORIDA PRESS

Mrs. Lucille R. Smith of Lake W Named to Succeed G. E. Hosm at Annual Convention—Plan to Combine 3 Groups

Mrs. Lucille R. Smith, publisher *Lake Worth* (Fla.) *Herald,* was e president of the Florida Press Associ at the annual joint meeting of that with the Associated Dailies of F and the South Florida Press Associ held in Ft. Myers, April 8 and 9. Smith succeeds George E. Hosmer, tor of the *Ft. Meyers Press.* Worth was chosen for the next joint vention.

Other officers elected were R Sweager, of the *Quincy Times,* president; Bryant Mack of the *Lak Ledger,* second vice-president · I. R. Alpin of the *Dade City Banner,* urer, and R. J. Holly, *Florida U News,* secretary.

"Dad" Mickel, head of the Sou Printers School at Nashville, T spoke on "The Key to Success in Printing Business."

"Florida Land Titles" was disc by Don M. Lochner, editor of the *mont Press;* "Legal Advertising" George Hosmer and Paul Garrett o *Punta Gorda Herald;* "A Wo Method of Making a Newspaper by Mrs. C. H. Holderman, *Cocoa une;* "The World Press Congres Geneva," by Mrs. Lois K. Mays, Fl delegate; "The Column and Edit Page," by John Temple Graves II. *sonville Journal;* "Editing a Small Newspaper," by Lon Burton, *D News;* "The Labor Situation," by Brown, *St. Petersburg Indepen* "Necessity of One Strong Press Ass tion in Florida," by J. E. Worthin *Lake Wales Highlander,* and Lucil Smith, *Lake Worth Herald.*

Saturday's closing session was feat by talk of consolidation of the thre ganizations, the boosting of dues an employment of a full-time field secre The matters were referred back t resolutions committee.

The editors favored a survey o State public schools with a State a priation.

A message of appreciation was u mously voted to Richard H. Edm editor of the *Manufacturers' Record* his valuable assistance in developme the State.

The directors left by steamer Satu afternoon for the Everglades for a spection of the lower Tamiami Tr

Officers of the South Florida Association are Carl Taylor, Clerm president; Lon Lochner, *Clermont F* vice-president; Roy Gallemore, *Ba Record,* treasurer; Mrs. George K Mount Dora, secretary. Clermont selected as the convention city for semi-annual session of this organiza The convention passed a resolution dorsing the invitation of Hollyw Fla., for the National Editorial Ass tion convention in 1928.

NEWS MAN WRITES PLAY

Walter B. Lister, former reporte the *Cleveland Press,* and Georg Brooks, a Batavia, N. Y., world "buddie," are authors of a play "S Eagle," which opened in the M Beck Theatre, New York City, Ap Lister is now city editor of the *Br lyn* (N. Y.) *Daily Times.* After war he returned to the *Cleveland P* later going to the *Houston* (Tex.) as its managing editor.

PROXY COMMITTEE ANSWERS NOYES' LETTER

ovement to Mutualize Press Service Not "Hearst Directed" J. F. Neylan and Col. Ewing Declare in Letters to Members—Ewing Opposed Three Grades of Membership in 1900, He States

MBERS of the self-appointed proxy committee of three Associated members who are leading a move- to change the A. P. by-laws as relate to the bond votes and the bership protest rights this week replies to the letter sent associa- members last week by Frank B. s, publisher of the *Washington ng Star*, and president of the A. P. . Noyes' letter was published by DR & PUBLISHER last week. In it, A. P. president urged members to d the annual convention in New on April 25, if possible, and offered the opportunity to cancel any proxy might already have made over to proxy committee of three, the mem- of which are John Francis Neylan, sher of the *San Francisco Call;* Col. rt Ewing, publisher of the *New lms States*, and Arthur H. Vanden- publisher of the *Grand Rapids h.) Herald.*

. Noyes also expressed the opinion he proposals advocated by this com- te were for the benefit of the "pri- y owned news services" and "de- id to check and confine the growth e Associated Press."

phrased by Mr. Neylan the pro- s are for the Associated Press to all members equal voting rights e election of directors, and to ex- the protest rights, now held by 205 bers to the entire membership.

emphatic denial that the present ment within the Associated Press Hearst-directed was the burden of etter sent out this week under Mr. g's signature.

le text of the letters are herewith nted in full.

. Neylan wrote:

am just advised that Mr. Noyes, dent of the Associated Press, has en a letter to the entire membership. his letter is an obvious eleventh-hour pt to confuse the issues and to nt real action by throwing a sop e membership in the form of a questionable compromise.

he proposals to give all members voting and protest rights, which nore important, were presented to oard in concrete form more than nonths ago, and for six months, or they learned of the tremendous in- of the membership, Mr. Noyes he directors never deemed it neces- to advise or confer with the mem- ip.

ndoubtedly they are now advised n state after state the entire mem- ip of the Associated Press is y in favor of the two propositions. considering these questions and in lering Mr. Noyes' letter, every er of the Associated Press should imself these three questions:

) Why should Mr. Adolph Ochs r. Frank B. Noyes or Mr. Hearst, y other member of the Associated , be permitted to cast 40 votes each e election of a director while the ry member of the Associated Press y given the privilege of casting one

) Why should 144 members of the iated Press be permitted to cast a of 4,285 votes for the election of ors while the entire remaining ership, amounting to 1,065, can ast 1,065 votes?

) Why should Mr. Adolph Ochs r. Frank B. Noyes and Mr. Hearst, 5 other members of the Associated be given the invaluable protection protest right while 1,000 members rived of this right?

answer to Mr. Noyes' letter, I like to point out the following

irst: Mr. Noyes asserts: 'The of directors has of course no con- n with this campaign for proxies.'

"The fact is that the directors have been campaigning for proxies for months.

"In addition, they are not confining themselves to discussing these questions among the membership. Mr. Adolph Ochs, who is reputed to be the dominant figure in the Associated Press, has been discussing this question in the public prints. If you will read the conclusion of Mr. Noyes' letter you will also be able to inform yourself as to whether Mr. Noyes and his associates are interested in getting proxies.

"Secondly: Mr. Noyes endeavors to make it appear that Mr. Hearst sponsors these two measures.

"No one knows better than Mr. Noyes, who was presiding at the time, that these two issues arose in the 1926 convention and were precipitated by Mr. Adolph Ochs.

"Of course, Mr. Ochs utilized these two matters, first, to make it appear that Mr. Hearst had more votes than he should have; and, secondly, that he had protest rights while ten hundred members had no protest right.

"If Mr. Ochs and his associates on the directorate were fair and sincere in these arguments, how do they answer the fact that Mr. Hearst is willing to surrender every extra bond vote he enjoys and is willing to extend to every member the protection of the protest right which he has for himself though he will not gain one thing by the modification?

"In addition, Mr. Noyes ignores the fact that the proxy committee is composed of Mr. Vandenberg, of the Grand Rapids Herald, of Grand Rapids, Mich., and of Colonel Robert Ewing, of the New Orlean States, and myself.

"Mr. Noyes knows that Mr. Vandenberg and Colonel Ewing have no connection whatever with Mr. Hearst, but that they represent hundreds of members of the Associated Press who are interested in mutualizing the organization.

"The attempt of Mr. Noyes to make it appear that Mr. Hearst precipitated these issues when he sat within ten feet of Mr. Adolph Ochs in the 1926 convention and heard Mr. Ochs precipitate these matters requires little comment. The stenographic record of the convention shows that Mr. Noyes heard Mr. Ochs because he ruled on points of order in relation to the precipitation of the issues.

"In relation to the protest right, Mr. Noyes carefully refrains from giving any reason why one thousand members of the Associated Press who do not now enjoy the protest right should not be accorded the same rights as are accorded to Mr. Frank B. Noyes and Mr. Adolph Ochs and Mr. W. R. Hearst, and to other members of the Associated Press who enjoy protest rights.

"The memberships of Mr. Noyes and of Mr. Ochs and of Mr. Hearst are valuable today because they have protest rights and can protect themselves in their particular field. The value of the membership enjoyed by a thousand members of the Associated Press is entirely problematical because they have no protest rights and because the exclusiveness of whatever rights they have can be destroyed at any minute.

"The small member of the Associated Press is required to protect the Associated Press in his field.

"Why should not the Associated Press give him the legal right to protect himself in the value of his membership?

"Mr. Noyes further seeks to obscure the issue on the question of the extra votes enjoyed by the bond holders. He refers to momentous legal problems.

"The total outstanding bonds are $103,000. No one can hold more than $1,000 worth of these bonds. The ostensible reason why the holder of a $1,000 bond is given 40 extra votes in the election of directors is that he does not collect the interest on this $1,000 bond.

"In other words, for $40 a year the bond holder gets the privilege of casting 40 extra votes, and among themselves the bond holders, who are less than one-eighth of the membership of the Associated Press, possess the arbitrary and autocratic power to conduct the Associated Press as they see fit.

"The Associated Press can give all its membership equal and just rights in the election of directors by simply paying out of its enormous surplus fund the $4,000 a year interest to the bond holders, because the interest of the entire outstanding bonds is approximately that sum.

"Mr. Noyes' reference to serious legal problems in the bond matter might fool a layman, but I am perfectly satisfied would afford hearty amusement to anybody who had ever studied law.

"The compromise offer by Mr. Noyes and his eleventh-hour letter I think are conclusive proof of the wisdom of the course pursued by the members in giving their proxies as they wish, without dictation from Mr. Noyes.

"Mr. Noyes seems very much concerned about getting new members for the Associated Press. Do you not think it would be wise for Mr. Noyes first to explain why so many members have voluntarily given up their Associated Press membership and taken the service of the United Press?

"I would respectfully suggest that you ignore the letter of Mr. Noyes and permit us to have an honest, frank and free discussion of these matters in the convention."

Mr. Ewing wrote:

"Mr. Frank B. Noyes, president of the Associated Press, has sent out and no doubt you have received a circular letter relative to the mutualizing of the Associated Press which is so palpabl unfair and so insidious an attempt to mislead the membership as to warrant this letter, for which I ask your indulgence.

"Mr. Noyes characterizes the proxy committee, of which I am a member, as 'Mr. Hearst's representatives.' He characterizes what we are seeking to do as a Hearst movement.

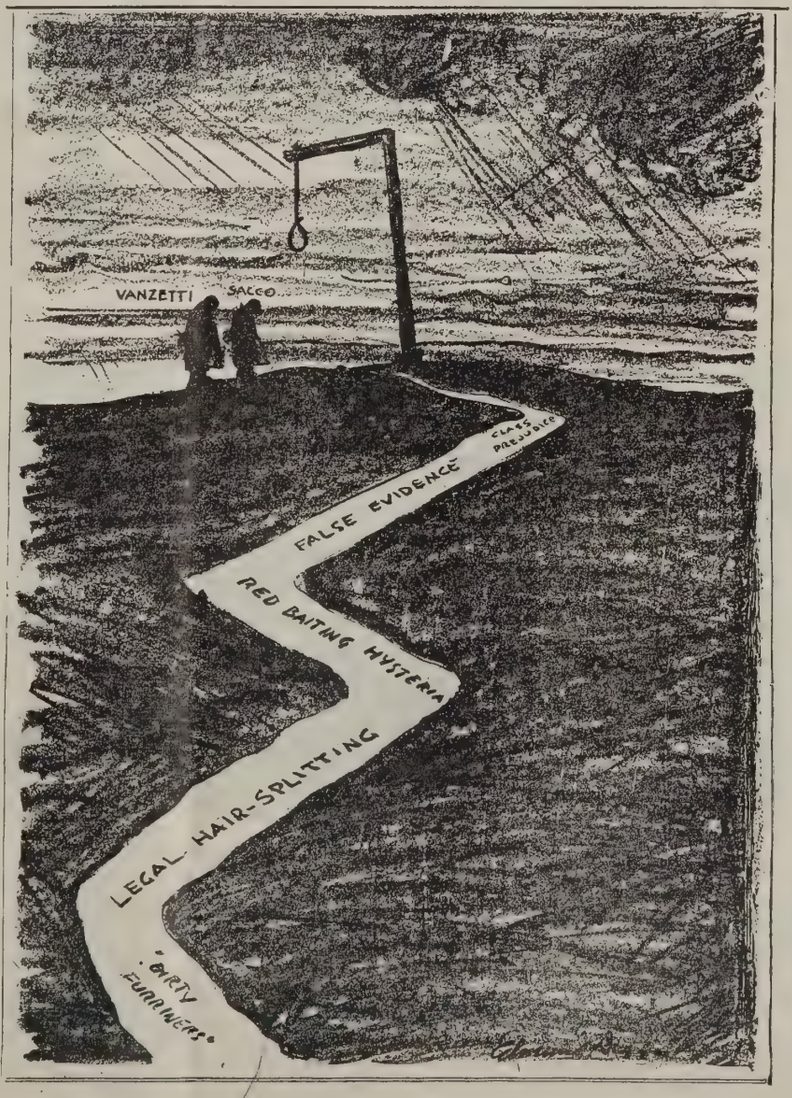
"These statements are false. Our proxy committee consists of three members. Only Mr. Neylan of the San Francisco Call is a representative of Mr. Hearst. Mr. A. H. Vandenberg of the Grand Rapids Herald and myself are not.

"Mr. Vandenberg, far from being a representative of Mr. Hearst, is a critic of the Hearst type of journalism. Mr. Hearst has not a penny's worth of interest in the two newspapers I own, has no voice in their policies and has no influence over my views on A. P., political or other matters.

"This is not a Hearst movement in

(*Continued on page 42*)

PATH OF MASSACHUSETTS JUSTICE



Remarkable cartoon printed in *Baltimore Sun* following Sacco-Vanzetti sentence

NEW YORK CIRCULATORS DISCUSS NEW METHOD

Many Attend Semi-Annual Convention at Syracuse—Important Gains in Seven Year Period—F Meeting Scheduled for Niagara Falls

SYRACUSE, N. Y., April 13.—At the closing session of the two-day semi-annual convention of the New York State Circulation Managers at Hotel Onondaga today it was decided to hold the fall meeting in October at Niagara Falls.

Continuation of the papers of the previous day brought first for consideration "Is the average class of people who buy the tabloid newspapers readers of advertising?" This paper was presented by Otis O. Scattergood of the New York *Graphic*. Papers scheduled by Edward S. Dobson of the *Brooklyn Times* and Frank Clancy of the *Buffalo Courier-Express* were not presented.

R. D. M. Decker, *Rochester Democrat & Chronicle*, president, presided.

Informal discussion was taken up of the following papers: "Is it advisable to operate a circulation department on a budget basis?" by Charles Blewer, *Binghamton Press;* "Ways and Means of Developing Street Sales," Louis Trupin, *Syracuse Journal-American.*

F. S. Levy of the New York *Herald Tribune* discussed "Ways in which the association is proving invaluable to its members and the publishers they represent." Mr. Levy explained the object of the association as for "the mutual enlightenment of its members and the furtherance of the best interests of the circulation departments of the newspapers with which they are connected." He explained that the New York State Association was one of the most active of its kind in the country and that a circulation manager could ill afford to miss the discussions and fellowship which came out of the meetings.

James McKernan of New York City discussed the advantages of membership in the International Circulation Managers' Association. William Argue of the *Toronto Star* supplemented Mr. McKernan's remarks. Both are past presidents of the association.

Methods of inducing carriers both city and out of town to canvass new readers was the first subject outside the regular papers. It was shown that prizes to bring out the best effort in a boy, membership in clubs, and monetary awards were good plans.

Harry Weinberg, distributor of daily papers in New York City, presented a paper on methods of distribution.

The question of whether sensational news stories bring increased business was answered by Mr. McKernan in the negative.

Jerome D. Barnum, publisher of the *Syracuse Post Standard*, representing the New York State Publishers' Association, gave a report on baggage rates on newspapers. He maintained that it was unjust for the railroads to be permitted to keep their rates on carrying newspapers at war-time levels. He also mentioned that if two or more railroads carry newspapers each gets the regular 30 cent per hundred pound rate, even though the distance carried is just a few miles. He also mentioned the high cost of freight rates on print paper, and he stated that New York City newspapers pay more than $1,000,000 a year at these rates. It was brought out that New York City newspapers pay double the regular rate now, and that they have to employ their own men to see that the papers get on the trains.

Mr. Levy gave it as his opinion that "the good sense of the American reading public would draw the line on sex appeal and the digging down by some papers for filthier filth to get circulation." He said "some papers had overstepped the bounds of good sense and good taste, and that some of the tabloids had found their way into channels such as schools and civic organizations which had actually banned such publications."

Prof. J. O. Simmons, director of the Department of Journalism, Syracuse University, when asked to give his opinion of how the tabloid is received in the schools and its effect on training for journalism, stated it to be his belief that the great bulk of their circulation was among "new readers" of pictures. He stated that these picture readers, however, could be educated gradually by the picture papers to become readers of regular newspapers. At present he felt many were of the class who could not read or write. Students of journalism have not given serious consideration to the tabloid as yet, in his opinion. As secretary-treasurer of the American Association of Teachers of Journalism Professor Simmons said that this association had not included tabloids in papers presented at the last two annual meetings at Columbia University and Ohio State University. The tabloids are passing through a stage somewhat similar to the early period of some of our best known newspapers of today, he said, and out of the period may emerge a newspaper in size and form of the tabloid devoid of distasteful qualities.

E. H. O'Hara, publisher of the *Syracuse Herald*, addressed the luncheon meeting, which closed the sessions.

Secretary-treasurer Alfred W. Cockerill of Utica announced the following fifteen new members, bringing the total above the 100 mark: Charles A. Flanagan, *New York Times;* Henry H. Aschey, *Rochester Journal;* M. G. Sullivan, *Rochester Journal-American;* Joseph A. Abey, *Utica Observer-Dispatch;* Peter A. Bloom, *New York Daily Mirror;* Porter Caruthers, *New York Herald Tribune;* William B. Denhart, *New York Daily News;* T. J. Desmond, *Staten Island Advance;* Thomas J. Dowling, *New York Evening Telegram;* Harry A. Kentor, *Albany Knickerbocker Press* and *News;* George J. McNally, *Brooklyn Standard-Union;* Thomas J. Quilty, *Saratoga Springs Saratogian;* W. B. Schleigh, *New York American;* Earl O. Schieg, *Jamestown Post;* John R. Sullivan, *Poughkeepsie Sunday Courier.*

"The best way to hold reader-confidence after all the departments have cooperated to gain it, is for the circulation department to be wide-awake and ever on the job with regard to details of service and delivery," said Laverne Lewis, *Ithaca Journal-News.* "The management of any department may expend much time and money developing goodwill and reader confidence, all to no avail if the circulation department fails in any way to give proper service at the proper time. If the reader can get better service on your competitor's paper, that is the one he is going to take even though he may not like the paper as well."

"The extent to which a newspaper shall go in promoting street sales is dependent upon money, necessity, and ethics," declared Frank Roberts, *Rochester Times-Union.* "Certain newspapers employ hustlers at a moderate wage, merely to assure that paper of an even break on the street. Other papers take this hustler plan and develop it until they find themselves importing professionals, under the guise of street hustlers, whose jobs, at salaries out of all proportion to their abilities, consist of brow beating and intimidating newsboys into extra sales.

"Many newspapers are content to rest their case for street sales with the jury of the public. To handle such a paper, the newsboy himself must walk or run the half-mile or mile from the plant to his stand or corner, his supply piled high in his arms, stumbling along the crowded sidewalks sore at the paper itself and the system under which he makes his living. Nothing but public demand can overcome the psychological handicap under which that newspaper is sold on the street.

"Certain papers not only truck their product directly to the various corners, but actually pay the boy anywhere from $2 to $25 per week to push the paper above its competitors. Add this salary to the regular profits on sales and the result is another extent to which we can go in street sales promotion.

"A newspaper can write special 8-column, front-page lines for street editions only—intriguing the imagination the passer-by with large type, eye-ca ing stuff.

"Some owners emphasize the im tance of street sales by spending size amounts of money on banquets, the parties, picnics, sight-seeing trips, for the newsboy in an effort to win hold his goodwill.

"But, in my opinion, there is no f of street promotion which cannot trumped by the other fellow. A battle for street supremacy can pyra promotion expense so fast that the portional values of expenditure and sults are often pitiful reading in weekly report."

"Most new business is secured by vassing," declared Fred S. Ohrt, *Niag Falls* (N. Y.) *Gazette*, in his paper "Building New Suburban Carrier Ci lation." "Until the first of this year, Gazette canvassed for new subscri without the use of a free premium. method brought a lot of new business could not be regarded as perman The solicitor cannot sign the reader any stated time. The best he can d to urge the prospect to take the pa for a while. A circulation mana would rather pay commissions for or six-month orders and most solici would rather work on commission on a straight salary. Many women often tell the canvasser to send them paper just to get rid of him and t discontinue shortly after starting.

"The Gazette endeavors to check on discontinued subscriptions and supp carriers with postcards and carrier orders to be used when subscribers lost. It is good policy to employ b who deliver your paper exclusiv where possible. This method will br more permanent business than solici working solely upon the merits of paper, because people feel bound by t promises to the boy, with whom they generally well acquainted. They continue with the boy because of t acquaintance even though competi newspapers offer liberal inducements. some instances we endeavor to have carrier show our canvasser where he d not deliver the paper and the canva then urges the prospective customer subscribe."

W. F. Baldwin, *New York World*, clared that the reading public favors ably illustrated newspaper, not parti larly for the quantity of pictures u but for the timeliness and human inte of the subjects.

Changing from independent to off paid carriers produced the following fects on the *Hornell Tribune-Times* culation routine, according to Lewis ler, its circulation manager:

"1. Each route being controlled by office, we have established definite bou ary lines and boys cannot peddle out of their own territory.

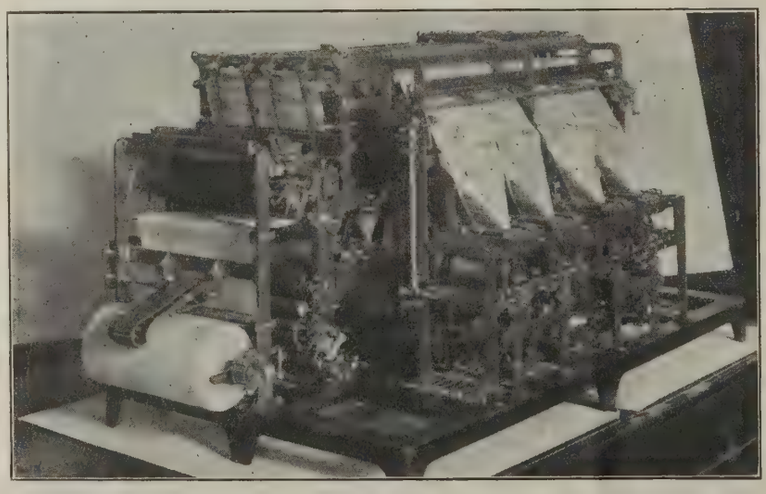
"2. Complaints and discontinuan are easier to handle because by look up the streets we can find in a momen whom they belong. It is unusual to h more than one or two complaints a we

"3. The first two weeks following change we gained enough new subscrib in Hornell to make our coverage of t city practically 99 per cent. This done by offering a small cash prize to carriers obtaining the largest number new readers, and cost the paper pr tically nothing per customer.

"4. Although our carriers still deli on a commission basis we have, by offi ing them protection on their territo made it their desire to serve custom better. In years past the paper lost a s prising amount in bad debts. Since J 1, we haven't lost a cent in unpaid c rier bills.

"5. When a carrier sees a family m

I. A. A. DELEGATES TO VIEW TINY PRESS



Miniature printing press to be exhibited in Denver

A MINIATURE printing press approximately four feet in length and three and one-half feet in width has been loaned by H. R. Swartz, president of R. Hoe & Co., Inc., New York to the Scripps-Howard Denver newspapers for exhibition in the windows of their Service Bureau during the period of the convention of the International Advertising Association to be held in Denver the week of June 26.

The press is a perfect operating printing press capable of printing a newspaper of miniature size exactly as the larger presses operate. Mr. Swartz is a member of the Advertising Commission of the International Advertising Association, and treasurer of the Advertising Club of New York. He is making plans to attend the convention at Denver and is among those who will head the party of 150 or more from the New York Club.

NEW YORK STATE CIRCULATION MANAGERS MEET IN SYRACUSE



Officers, directors and distinguished guests of the New York State Circulation Managers convention at Semi-Annual Meeting at the Onondaga Hotel, Syracuse, Tuesday, April 12. Front row, left to right: Chauncey F. Stout, *Plainfield* (N. J.) *Courier-News;* Daniel W. Tanner, *Utica Observer-Dispatch;* Glen S. England, *Johnstown Leader-Republican;* Bernard Knight, *Syracuse Herald;* F. S. Levy, *New York Herald Tribune;* Charles Waterfield, *New York Times.* Back row: Frank Tripp, *Elmira Star-Gazette* and Gannett Group of Newspapers; Louis Gautier, *New York Morning Telegraph;* William Argue, *Toronto* (Can.) *Star;* Alfred W. Cockerill, *Utica Press,* secretary-treasurer; R. D. M. Decker, *Rochester Democrat and Chronicle,* president of the New York State Association; George Scrb, Jr., *Buffalo News;* William F. Baldwin, *New York World;* James McKernan, New York; James W. Brown, Editor & Publisher; and W. Clarence Hixson, *Syracuse Post-Standard*

into a house that has been vacant, he on them the first day they are in n. If they do not subscribe through we send a man from the office. About ch 27 the new executive force for the Railroad offices arrived. There about 40 families and in two or three we were selling nearly that many papers to our boys."

harles Waterfield, suburban circula- manager of the *New York Times,* ared that the experience of the Times proof that quality circulation received consideration from advertisers.

mes W. Brown, president of EDITOR UBLISHER, in the course of his address The Circulation Manager, His Ideals, Duties, and How He Can Best e," cited some comparative figures lew York State circulations and ad- sing rates, which were received with usiasm.

On the evidence of statistics, the cir- tion managers of New York State done an uncommonly good job," Mr. vn said. "Seven years ago, accord- o the first edition of EDITOR & PUB- ER'S INTERNATIONAL YEAR BOOK, York State was credited by the S. Census with a population of 10.- 329.

erving this population were 32 morn- newspapers, 98 evening newspapers 27 Sunday newspapers. The morn- papers had an aggregate average daily lation of 2,000,189 copies; evening rs had an aggregate average of 2,826,- copies; Sunday editions had an aggre- circulation of 3,231,118 copies per is- The total daily circulation of 019 copies distributed daily provided wspaper for each two persons in the , or a daily average of two per fam- This average would be increased derably by omission from the popu- n of illiterates and those whose news- reading did not include the English iage dailies. The state at that time 9.8 per cent of the country's popula- 17 per cent of the daily newspaper circulation, and 18 per cent of the Sunday circulation. It had 20.3 per cent of the morning circulation and 15 per cent of the evening circulation.

"Since then the situation has changed remarkably in several respects. The tabloid newspaper was in truth in its infancy in 1920, and its development in the intervening years has wrought a revolution in the state's circulation picture.

"According to EDITOR & PUBLISHER'S INTERNATIONAL YEAR BOOK for 1927, the state has a population of 11,303,296. The number of morning newspapers remains unchanged at 32. In the evening field, where a number of striking consolidations have occurred, the number of papers has decreased from 98 to 94. The number of Sunday newspapers remains at 27.

"Morning newspaper circulation has increased from 2,001,189 copies a day to 3,171,838 copies, a gain of 1,170,649 copies, or 58.4 per cent.

"Evening paper circulation has increased from 2,826,830 copies, to 3,281,535, a gain of 454,705 copies, or 16 per cent.

"Sunday newspaper circulation has increased from 3,231,118 copies to 5,012,873 copies, a gain of 1,781,755 copies, or 55.1 per cent.

"The total daily circulation of 6,453,373 copies provides a newspaper for each 1.75 persons of the seate's population, or almost three per family.

"The state, as of Jan. 1, 1927, had 9.6 per cent of the country's population; but had increased its proportion of morning paper circulation from 20.3 per cent to 23.7 per cent; had dropped from 15 per cent to 14.4 per cent of the total evening circulation of the country; but had increased its proportion of the total Sunday circulation from 18 per cent to 20.5 per cent.

"New York's population growth, according to 1920 and 1926 figures of the U. S. Census Bureau, was 8.8 per cent. That of the entire country during the same period was 10.8 per cent. It will be apparent that the circulation executives of the New York State daily newspapers have lost few opportunities to intensify their penetration of the great New York market.

"For comparative purposes, place New York State beside the area of the country which has shown the greatest population growth in the period under consideration. The States of California, Oregon and Washington in 1920 had a total population of 5,566,871. In 1926 the Bureau estimated for them a total population of 6,732,164, showing a gain of 1,165,293 people, or 20 per cent.

"Morning paper circulation in these states as of Oct., 1920, totalled 770,374 copies. In 1926, this total had risen to 1,202,210 copies, a gain of 431,836 copies, or 56 per cent.

"Evening paper circulation in these three states has grown at abnormally fast rates—from 1,349,076 to 1,877,978 copies per day—an increase of 39 per cent. Sunday circulation increased from 1,367,911 to 2,126,586 copies per issue—a gain of 55 per cent.

"Thus, New York circulations, with the exception of evening papers, have maintained an increase equal to that of the newspapers on the Pacific Coast which had more than twice the proportionate increase in population since 1920 than that recorded for the Empire State. The failure of evening papers to maintain an equal rate of expansion is attributable to the great number of important consolidations which have occurred in the New York evening field since 1920.

"What have these great circulation increases meant to the newspapers—their publishers and advertisers? The rate schedule tells part of the story.

"The morning paper rate in 1920 was $4.415. In 1926 it was $6.743. The advance is 52.5 per cent, against a circulation increase of 58.4 per cent.

"The evening paper rate in 1920 was $7.426, and in 1926 it was $9.124. The increase is 22.9 per cent against a circulation increase of 16 per cent.

"The Sunday newspaper rate in 1920 was $5.831, and in 1926 it was $8.677. The increase is 49 per cent against a circulation increase of 55.1 per cent.

"The advertiser is thus paying less for the new circulation that you have found than he was paying six years ago, and if figures for ten and twenty years ago were available, they would no doubt demonstrate beyond doubt that newspaper advertising is selling at a lower rate per line than at any time in history."

"In many places the carrier boy and the sales boy are paid more than the cost of the papers they sell to make their deliveries," said C. E. Blewer, *Binghamton Press.* "We see publications being rushed by auto truck and motorcycle along the highways hundreds of miles in order to get delivery in certain towns first, where they leave 200 or 300 copies, and then go 30 or 40 miles more with 15 or 20 copies to another small town.

"Many of these auto deliveries are costing the publisher from 5 cents to 7 cents per copy for each subscriber, but, in his great desire to outdo the other fellow, he doesn't see it.

"The modern daily newspaper is a splendid product, and, in order to make it so, every department must be on its toes every minute, obtaining features and up-to-the-minute news and advertisements for the information of the subscriber. All these things cost a great deal of money, added to the cost of distribution and promotion.

"The publisher must watch out or the cost of production and selling will make the balance sheet show a loss at the end of the year."

BLOCK URGES "GO-TO-CHURCH"

Paul Block, publisher of the *Newark Star-Eagle, Toledo Blade, Duluth Herald* and other newspapers, urged readers to go to church during Holy Week in a signed editorial his newspaper and in the advertising columns of other papers.

DENTISTS IN MONTANA URGED TO UNITE FOR CO-OPERATIVE ADVERTISING

"We Denounce the Advertiser," Says Dr. Crary, President of State Group, "And Withhold from Public Our Knowledge of Safe and Sane Dentistry"—Should Sell Profession, He Advises

OUT in Montana the dentists are speaking of the ethical code which prohibits advertising as an "ancient idea" handed down from the days when the "sciences were shrouded in mystery as witchcraft."

The new idea, as outlined by Dr. E. W. Crary of Choteau, and president of the Montana State Dental Association, and advocated by him for the profession everywhere is co-operative advertising.

"We live on public confidence," Dr. Crary declared, "and I maintain that public confidence will grow with understanding.

"We denounce the advertiser in our code of ethics, but have we not, by our very attitude in withholding from the public proper knowledge of modern safe and sane dentistry, made it more profitable for the advertiser to ply his trade?" he questioned.

Dr. Crary's address delivered at the association's annual convention, follows in part:

"Since the first Montana State Dental association meeting 25 years ago, we have taken wonderful strides in many phases of our work; have made a record of steady progress that calls for no apology. But in others we have, and I say it with the interests of the association sincerely at heart, stood still, leaving the rest of the world to move along without us.

"The first, and in my opinion, the chief one of these phrases to which I venture to call your attention is our code of ethics, in its relation to publicity, a subject which I concieve to be of highest importance to the future of dentistry.

"Our code of ethics was handed down to us in the beginning, by the medical profession, and the medical profession, in turn, took its code from the days before Christ when all learning was in the hands of a few who set themselves apart as prophets to be blindly trusted by the masses, for whom the sciences were shrouded in mystery as witchcraft.

"To this day the situation has been but little changed, so far as acquainting the public with the true values and purposes of the sciences that pertain to health and physical well being are concerned, though other sciences, far less vital to human welfare, long ago discarded secrecy and took the public into their confidence, to their mutual advantage.

"Publicity, as it pertains to our profession, has been almost wholly neglected; has not even attempted to keep abreast of the changing sentiment within our own ranks.

"Generally speaking, the public is ignorant of dentistry, especially of the difference between poor and good dentistry. Our code of ethics forbids us enlightening patients in our offices, even to the point of explaining to them the cause of failure in the work of other dentists.

"We should in some way, it seems to me, just how, is not for me to say, start now to map a program to have for its objective the enlightenment of the laity on the whys and wherefores of modern dentistry.

"This idea, judged by the standard of our code, is, I realized, somewhat revolutionary and may appear preposterous to some. But when we stop to consider for a moment how little opportunity is offered the public to inform itself as to what constitutes safe and sane dentistry, by reading or otherwise, it seems to me that we, as members of this association, should accept the responsibility without out hesitation, of supplying this need. We live on public confidence and I maintain that that confidence will grow with understanding.

"The only chance that a layman has to acquaint himself with the importance of dental methods as they affect the results to him, is by personal contact with a practitioner. And if this contact happens to be with some dentist who is not more than suave salesman and shyster, what protection has the patient?

"We denounce the advertiser in our code of ethics, but have we not by our very attitude in withholding from the public proper knowledge of what is meant by modern safe and sane dentistry, made it the more profitable for the advertiser to ply his trade? Have we so much as raised a finger to protect the public from improper dental publicity? What have we done to give the public a standard by which to judge?

"In this connection this question presents itself: 'Does this organization really represent the majority of the practicing dentists of this state, and if not, what are the reasons that we cannot induce them to be with us?'

"What inducements have we to offer them in a financial way? It is true we have a wonderful group of clinicians and that here we have a clearing house for worthwhile ideas. But today, not only the young but the older dentists are looking, as all the rest of America looks in this age, toward the remuneration; toward the dollars and cents return that will repay them for attendance there.

"Any time we can show a non-member that membership in this association and active participation in its affairs will actually increase his income from the practice of his profession, then, and not until then, will we have a real drawing card. We should have at least 225 members in this association among the practicing dentists of the state, and that result, I believe, can be accomplished if we can but find ways and means and the right men to put over a campaign along lines which I have tried to suggest.

"In other words, I believe that there are great days ahead for us all when we have sold association work to dentists through selling the importance of proper dentistry to the public."

NEW TENNESSEE DAILY

The *Murfreesboro* (Tenn.) *Daily News Banner* was launched recently. It is owned by J. C. Beasley, Jr., with J. R. Williams editor-in-chief. United Press service is being used.

BECK RECEIVED BY POPE

Edward S. Beck, managing editor of the *Chicago Tribune,* and Mrs. Beck, who are visiting Europe on a vacation trip, were received by the Pope, April 6, in a private audience. Before the audience, Mr. Beck had a long conversation with Cardinal and Secretary of State Gasparri.

SEEKING OLDEST PRINTER

The committee in charge of the Fourth Educational Graphic Arts Exposition is seeking the oldest printer in the United States. When found, he will be given a gold medal and will attend the Exposition at the Grand Central Palace, New York, Sept. 5-17, as a guest of the committee.

TENNESSEE PAPERS MERGED

The *Erwin* (Tenn.) *Magnet* and *Erwin Times* have been consolidated, under the name of the *Erwin Magnet-Times.* Johnson City, Tenn., interests headed by C. T. Muse, made the purchase. J. F. Toney founded the Ergin Magnet 36 years ago and has been editor and publisher ever since.

POSTAL RECEIPTS UP

The total postal receipts for the fifty industrial cities throughout the country for the month of March 1927, were $3,572,432.89 as against $3,525,232.77 for the same month in 1926, according to figures recently made public by Postmaster General New. Reno, Nev., with an increase of 80.64 per cent led all the cities.

EDITOR COMMITS SUICIDE

Eli L. Admire, editor of the *Oilton* (Okla.) *Gusher,* shot and killed himself at his desk, the evening of April 5. Mr. Admire, who had been a newspaper publisher at Oilton for 16 years, had served a term in the Oklahoma legislature. Up to the time of his death, he had been city treasurer, election returns revealing his defeat for re-election a few hours before he took his life.

FEMININE CREW RUNS DAILY'S PRESSES



The most beautiful "crew" that ever ran presses in any newspaper operated the presses in the *New Orleans Times-Picayune* plant Thursday night, March 24, when a bevy of Junior League revue stars helped to get out the early edition of the paper. The girls were clad in overalls, which they wore most becomingly. This picture was made when the "pressroom gang" halted for nourishment before helping to print the rotogravure supplement. With them here are L. K. Nicholson, president of the Times-Picayune (left), and K. W. Windle, pressroom foreman.

CAN YOU FIGURE?

Here is a hypothetical problem in newspaper economics for EDITOR & PUBLISHER *readers to play with. It is a test of knowledge of the factors that enter into the publication of a daily paper. It is in a sense a trick question.* EDITOR & PUBLISHER *will publish the answer to it in the issue of April 30th. In the meantime we shall be glad to receive answers and discussion from readers, particularly from students and young business office employes.*

A newspaper prints and sells 50,0 28-page papers six days per week, realizing 1¼ cents per copy. The proportions are 60 per cent advertising and per cent editorial. The average rate 12 cents per agate line. The page size 8 columns, 21 inches deep. Costs are follows: Newsprint, delivered press room, 4¼ cents per pound, with .08 p cent wastage; Editorial, $1,650 per wee all mechanical departments, $5,400 p week; advertising sales cost, 16 per c of the average advertising rate; circulation, $1,000 per week; business office a administration, $1,200, per week; other expenses, including heat, ligh power, rents, interest and depreciatio $1,500 per week.

How much does this newspaper win lose per year?

Question: What is wrong with t above picture?

Please address communications "Problem Editor," EDITOR & PUBLISHER *1700 Times Bldg., New York.*

NEW OKLAHOMA PAPER

C. C. Colbert, former editor of the *Fo Cobb* (Okla.) *Express* has started pu lication of the *Geary* (Okla.) *Blai County Star.*

ISSUES OKLAHOMA SURVEY

The *Oklahoma Farmer-Stockman,* pul lished by the same company which pul lishes the *Oklahoma City Oklahoman a Times,* has just issued a handsome book let, "In Oklahoma," giving information c the Oklahoma farm market. The bookl is issued annually. E. K. Gaylord president of the publishing company.

PUBLISHER TORNADO VICTIM

H. R. Dollahite, editor and owner the *Rock Springs* (Tex.) *Edwar County Leader,* weekly, and his daughte Mattie, were killed in the tornado whic razed that town Tuesday night.

DICKEY CASE MOVED UP

The action of Walter S. Dickey, owne and editor of the *Kansas City Journa Post,* to set aside the sale of the *Kansa City Star* to Irwin Kirkwood and asso ciates, was advanced last week on th Missouri supreme court docket to th October term of the court. The cas was advanced at request of attorneys o the Star.

REPORTER NOW MAYOR

Thomas W. Butler, 33, who was electe mayor of Alton, Ill., on Tuesday, Apr 5, was a reporter for the *St. Louis Globe Democrat* during 1916 and 1917, coverin the St. Louis County run, and rejoine that paper after his discharge from th 122nd Field Artillery, which he joine when the war broke out. Later he wa a copy editor on the old *St. Louis Re public.* After several months there h went to Alton and engaged in the grocer business.

AD MAN SENTENCED

Vincent De Pascal, 26, said to b author of a book on crime, was sentence to one year in the Bridewell Chicago April 7, for the theft of $1,200 in bond on April 11, 1926. While serving a nine months' sentence in Sing Sing he won a prize of $1,000 and a trip around the world in an advertising copy contest. De Pascal was at one time an advertising man.

DVERTISING SERVICE MEN ORGANIZE

sociated Advertising Services to Work for Better Practices in Field—D. H. Livingston Named President

Representatives of advertising syndi-es meeting in New York April 8, for-lly inaugurated a new association under name the Associated Advertising vices. Officers elected were D. H. ingston, vice-president of the Century



D. H. Livingston

vertising Service, New York, presi-t; N. B. Conhaim, Meyer-Both Com-y, Chicago, vice-president; F. E. ns, Evans & Brisebois, secretary, and L. Gibson, Standard Corporation, cago, treasurer. The association has opened a headquarters office at 10 47th street, New York, with Joseph Winder, formerly of the Winder Serv- Company, in charge.

he primary purpose of the new or-ization as set down in the preamble its constitution is "to establish and ntain better principles of practice ong service companies, to eliminate un- and illegal methods of competition, to elevate to higher levels the gen- field of syndicate advertising."

Ir. Livingston, the first president, in-med EDITOR & PUBLISHER that the as-iation's membership comprised 95 per t of the concerns producing syndicated ertising services for merchants, banks, newspapers.

he original meeting of advertising dicate representatives looking toward mation of an association was held in w York City at the offices of the itury Advertising Service on Feb. 8. hose attending this meeting were eed that through lack of co-operation ong syndicate service companies unfair hods of competition had been indulged o the great damage of the service busi-s as a whole. The best means of recting this situation, they decided, to pool their experiences and benefit the interchanging of ideas.

resent at this preliminary meeting e representatives of the Century Ad-tising Service, New York; the ndard Corporation of Chicago; the tro Associated Service, New York; yer-Both Company, Chicago; Econo- Services of the *Dry Goods Economist*, w York; Zuckerman Services, Chica- Bonnet-Brown Corporation, Chicago; Chicago Tribune Advertising Serv-; R. C. Banker & Co., Grand Rapids, ch.; Evans & Brisebois, Grand ids, Mich.; Frank V. Martin Com-y, Detroit, and Holland Advertising npany, New York.

t the organization meeting last week ntative code of practices was adopted, the text was withheld from publica-n.

Directors of the new association are: C. Duble, president of the Century vertising Service, Inc., New York; A. Hurst, general manager of the Econo- Services of the Dry Goods Econo-t; Irving Nichols, general manager of tro Associated Services, Inc., New York; F. Schaffer, Chicago Tribune Advertising Service; M. B. Conhaim, Meyer-Both Company, Chicago; Evan S. Rusher, Standard Corporation, Chicago; Frank V. Martin, president of the Frank V. Martin Company, Detroit, and H. Philpott, *Furniture Record*, Grand Rapids, Mich.

ADVERTISERS TO OPEN ENGRAVING PLANT

Group of St. Louis Firms Will Make Own Cuts in Jointly Owned Establishment—Deny "Shopping News" Plans

Twelve or 15 of the largest members of the Associated Retailers of St. Louis will soon operate their own photo-engraving plant to make zinc cuts for advertising illustrations. The group is now engaged in buying machinery and in selecting a location, and will proceed with their plans despite the protests of the St. Louis Photo Engravers' Club, which has expressed apprehension that the business of its member firms would be disrupted.

K. F. Niemoeller, manager of the Associated Retailers, said it was believed the stores could get better service operating a private shop than if they depended on public establishments, as they have done in the past. This is the prime motivating factor in embarking on the enterprise, although it is possible that costs will be somewhat lower, Mr. Niemoeller added. He said the shop probably would be opened within two months.

The Photo-Engravers' Club has distributed a letter to those connected with the graphic arts industries of St. Louis requesting them to file protests with the retailers in order to discourage the practice of starting private printing and allied plants. Fear was expressed that the retailers, once having opened a photo-engraving plant, would instal fully-equipped printing and other plants as stores have done in other cities for the production of *Shopping News* bulletins and other advertising matter. Mr. Niemoeller denied that the local group planned these steps.

"The plant will make only zinc cuts, and it is not our purpose to print any shopping bulletins or other forms of advertising," Mr. Niemoeller stated. "From 12 to 15 firms will get their photo-engraving work done at the plant, and this is not going to put any public shops out of business. We are going ahead with our plans and do not intend to discuss the matter."

JOINS 100,000 GROUP

The *South Bend* (Ind.) *Tribune* has been voted a member of the 100,000 Group of American Cities, Inc.

DAILY RUNS OWN AD SERIES TO AID STORES

Cleveland Plain Dealer Aims to Stimulate Buying and Quicken Style Interest—Linage Increase Reported

With the aim of stimulating buying by quickening style interest among its women readers, the *Cleveland Plain Dealer* recently inaugurated a sales promotion campaign, marked by several outstanding factors. It approaches retailing with the idea of suggesting to the woman reader what she should buy; tying up with this, the paper carries style advertising which stresses the buying note.

A recent piece of Plain Dealer copy presented a sketched scene on the Rue de La Paix, Paris, and below, carried three short columns of copy, telling the beauties of new shades of blue.

At the bottom the ad carried this caption: "This is number one of the Plain Dealer's new 'Fashion Bulletins.' The merchandise illustrated is on sale at style shops and stores regularly advertised in this newspaper."

The last sentence, it will be noted, afforded a definite tie-up between the newspaper's own promotion copy and the retailer's ad.

The general effect of the innovation is multiple, it was said. The plan served to benefit the stores by stimulating the newspaper's readers to go a-shopping; it helped the newspaper by substantially increasing its advertising linage; and it afforded a valuable service to the buying public as a whole.

The project has aroused considerable interest among Cleveland merchants. The plan is molded somewhat along the lines of a "news advertising service"; the high spots in spring fashions are stressed in the copy, without individual stores being mentioned.

Carlisle N. Greig is now directing the sales promotion work of the Plain Dealer.

WOULD EXCLUDE U. S. PAPERS

Canadian Officials Asked to Bar Certain "Pornographic" Publication

Exclusion from Canada of a certain type of "Pornographic" newspaper published in the United States was urged by Speaker Lemieux of the House of Commons, Ottawa, April 7, when he called upon the Minister of Customs and the Postmaster General to devise means of protecting Canada against such publications.

The speaker's remarks were made before the House during discussion of the bill to reduce postage on newspapers from one and a half cents to one cent a pound, which was passed with third reading.

"Even in France," the speaker stated, "a movement is on foot to curb pornographic newspapers such as those from the United States." These papers, he declared, are being sold on every street corner in the larger cities of the Dominion and constitute a serious menace to the youth of Canada.

REFUSES LOCAL RATE TO NATIONAL FIRM

Durham (N. C.) Herald by Maintaining a Firm Policy Makes Vick Chemical Company Accept National Classification

M. F. Murdaugh, advertising manager of the *Durham* (N. C.) *Herald*, recently sent the following letter to Cranston Williams, manager of the Southern Newspaper Publishers Association.

"I have just read that part of the March 10 Bulletin mentioning the fact that several North Carolina newspapers have been granting Vick Chemical Company local rates.

"Please put the Durham Herald down as being one North Carolina paper that has never made any such concession to Vick, or any other advertiser. Vick uses our columns liberally, and they don't ask for rate concessions because they fully understand our policy, and understand also that we have sufficient 'digestive apparatus' to maintain our policy of enforcing rates.

"Even in our own city where B. C. Headache Remedy is made, we require that firm to pay national rates simply through the fact that their copy is general—and not of a local nature.

"Just so long as some of our newspapers in the South refuse to recognize the difference between local and general advertising—just that long will they have squabbles with advertisers similar to the rate controversy now going on between Vick Chemical Company, and a few North Carolina papers. The papers themselves have established the precedent, and they can't blame Vick for expecting them to stick to it.

"We are glad to be on the sidelines looking on—but we decline to get into such an awkward situation ourselves."

GREENVILLE PIEDMONT SOLD

B. H. Peace of News, New Owner of South Carolina Paper

Sales of the *Greenville* (S. C.) *Piedmont*, afternoon daily newspaper, by R. B. Chandler, to B. H. Peace and associates became effective Tuesday.

Mr. Peace, who is principal owner of the *Greenville News*, morning paper, becomes publisher of the Piedmont, and Judson W. Chapman succeeds Mr. Chandler as its editor.

A. T. McCain and Charles H. Garrison continue as managing editor and city editor respectively of the Piedmont.

EDITOR HELD FOR ATTACK

Herbert L. Dodd, editor of the *Lake City* (Fla.) *Reporter*, weekly, was arrested and placed under $500 bond April 12 on a charge of aggravated assault and attempt to murder in connection with an alleged attack Monday night on C. W. Stewart, secretary of the Chamber of Commerce. Stewart charged that Dodd slashed at him with a drawn knife. There had been ill feeling between the two for some time. Stewart recently resigned from the Chamber of Commerce, effective May 1.

U. S. SEEKING WRITERS

The United States Civil Service Commission will hold an open competitive examination of applicants for assistant in agricultural information. Applications must be on file with the Civil Service Commission at Washington, D. C., not later than May 10. The entrance salary is $2,700 a year. The duties will consist of writing or editing articles along agricultural, financial, or economic lines for the use of newspapers, farm papers, commercial and financial journals.

WILKINS AND PILOT LOST IN ARCTIC



Above is latest photograph of members of *Detroit News-Wilkins* Expedition standing before one of the planes at Point Barrow. Capt. Wilkins has been reported missing since March 29 and searching airplanes find no trace of him. Left to right: Howard Mason, radio operator; Ben Orville Ellison, chief pilot; Porter, mechanic; Noel Wein, pilot; Capt. Wilkins, commander; Alger Graham, pilot, and A. M. Smith, correspondent.

USE OF PERFECT PROPORTIONS IN ADS AND CUTS IMPROVES APPEARANCE

Proportion of Depth to Width, Accurately Figured by Hambidge's Formulas, Gives Reader Visual Effect of Unity

By CHARLES W. MEARS
Counselor in Marketing

THE new type faces that are making newspapers so much easier to read are based on one very simple discovery—the discovery that what counts most in legibility is the amount of white light that shows through the type characters on the printed page.

Heretofore, we have had proportionately too much white light outside the characters and too little white light inside. Increasing the inner light also gives the type designer an opportunity to use

This space is imperfectly proportioned according to Mears' formula.

heavier faces, without consuming increased space either vertically or horizontally. And the net result is that, with the new type, newspaper reading is easier today than reading of any sort has been at any previous time in the history of typography.

Isn't it interesting that this simple discovery—proportions of white light—should come at this late day, when letter designing is so many centuries old? And isn't it an indication that, far from having

This space is a perfect proportion; width of column multiplied by 1.4142 to determine length.

arrived at perfection, we are just beginning to realize that almost anything or everything we do can possibly be done a little better? I think so.

Take so simple a matter as the shapes of newspaper heads, newspaper illustrations and less-than-page advertisements. If a newspaper column is two inches wide, how deep may a one-column advertisement run?

The answer to that question depends of course upon what you are trying to accomplish. Some advertisers run copy the full length of a single column and are satisfied with results. But the full length column advertisement is seldom pleasing to the reader's eye. The reader does not get the visual effect of unity: the length is too attenuated in proportion to the width.

Therefore, if the advertiser is looking for total visual effect and if the editor aims at good looks in heads or illustrations, we come back to relative proportion—to the same point that led to the production of the most readable type in the entire history of the printing art.

Artists like the notion that the ability to know whether relative proportions of any sort of two-dimension production is an inborn ability. If you have it, you are an artist, and if you lack it, you are a dock-walloper. But it remained for Jay Hambidge to knock that notion endways and to prove that proportion is mathematical.

Hambidge studied proportion for 20 years. His analyses of Greek art, of plant growth and of the human figure are masterpieces, out of which came the discovery that rectangles are peculiarly pleasing to the eye when they are constructed according to a definite mathematical formula.

This space is a perfect proportion; width of column multiplied by 1.618, second figure in Mr. Mears' formula to determine length.

Draw for yourself two very simple rectangles. Make one 4 inches wide and 5 inches deep. Make the other 4 inches wide and 5 1/8 inches deep. Place these two rectangles side by side and, with no leading suggestions of any kind, ask any intelligent person to pick the one which looks best. Nine of ten people will select the deeper rectangle: it is irresistible.

When the head of the art department orders a one-column cut of a society leader's photograph, does he let the depth run what it will, does he have some arbitrarily-named lengths to choose from, or is he guided by the Hambidge formula? If the latter, the result will be pleasing to the eye.

When the editor figures out a new set of heads, he will be pleased with results if he, too, follows the same formula.

And that formula is this:

Any rectangle is pleasing to the eye when its long side is 1.4142, 1.618, 1.7321, 2 or 2.2361 times the length of its short side.

These figures happen to be the square roots of 2, 3, 4 and 5, excepting 1.618, which is of another category and involves a more lengthy explanation than is needed here.

Hambidge found that Greek artists worked on the square root basis, but this doesn't mean that the advertiser or the editor seeking symmetrical forms needs to renew his acquaintance with square root extraction. Far from it. All one needs to do, in order to obtain proportionately pleasing measurements, is this:

1—When the short dimension is known, multiply it by any one of the figures given above to find the proper long dimension.

2—When the long dimension is known, divide it by any one of the figures given above to find the proper short dimension.

Thus if a cut is to measure 6 inches on its short side, its long side may properly be any one of the following that best suits the subject matter:

6×1.4142=8½ inches.
6×1.618=9 7/8 inches.
6×1.7321=10 3/8 inches.
6×2=12 inches.
6×2.2361=13 7/16 inches.

If the cut is to measure 6 inches on its long side, the short side may properly be any one of the following that best suits the subject matter:

6÷1.4142=4¼ inches.
6÷1.618=3 11/16 inches.
6÷1.7321=3½ inches.
6÷2=3 inches.
6÷2.2361=2 11/16 inches.

Thus it will be seen that a known dimension of any restangle gives a choice of ten sizes, all of them symmetrical.

Subject matter will dictate choice. A motor car seen from the side has its longest dimension horizontal. A human being standing or sitting erect has his longest dimension vertical.

Thus if a motor car picture is to run 6 inches wide its depth will be less than 6 inches. We therefore divide 6 by one or more of the Hambidge figures.

On the other hand, if a human being's picture is to run 6 inches wide, its depth should be more than 6 inches. Hence we multiply 6 by one or more of Hambidge's figures.

In small rectangles the difference between a mathematically correct proportion and one not mathematically correct may not be readily apparent, but as rectangles increase in size the superiority of mathematically accurate dimensions is outstanding. Almost nobody can honestly say that the 4x5 rectangle pleases him as does the 4x5 1/8. The difference in linear measure is less than an inch: in the visual impression, the difference is monumental.

For my own use I compiled a table of all the symmetrical rectangles from 1 inch to 25 inches (short dimension), stepping up by eighths of an inch. The long dimensions of these rectangles range from 1 1/16 inch to 55 7/8 inches. Now I need do no more figuring. For a symmetrical rectangle anywhere within this range, I simply refer to my compiled figures, and there it is. Thanks to Hambidge and his formula, I need never again ignorantly use a rectangle that disappoints the eye.

Most of the rectangles used in newspaper heads, illustrations and less-than page advertisements are shapes that, like Topsy, "just growed," with no very definite rhyme, reason or principle behind them. I anticipate that this condition will change.

Easily read type will make newspapers more popular with readers, more fully read and better advertising mediums. If page make-up becomes more attractive by the use of symmetrical rectangles in the manner I have already indicated, I can see that thereby newspapers will take another step forward in effectiveness. And whereas new type faces cost money, symmetrical dimensions in heads, cuts and advertisements are free to the world. Anybody who wants them can have them.

ATTACKING GAMBLING

A vigorous crusade against gambling of every type is being waged in Albany, N. Y., by the *Knickerbocker Press and Evening News*. The crusade was opened by two ministers, who demanded that the mayor close all gambling houses and "keep the lid on." The Press and News took up the ministerial cudgel by playing the story all of last week with streamer heads, in addition to pointing out editorially, that the Albany police were lax in enforcing the anti-gambling laws.

DAILY NOW SEMI-WEEKLY

The Inglewood (Cal.) *Morning Gazette* has temporarily suspended publication as a daily and will resume publication as a semi-weekly.

JOURNALISM STUDEN HONOR PULITZER

Place Laurel Wreath on Bust of For N. Y. World Publisher and Foun der of Columbia's Journalism School

Alumni and seniors and juniors of School of Journalism, Columbia U versity, paid honor Tuesday to the m ory of Joseph Pulitzer, founder of *New York World,* who endowed school, by placing a laurel wreath on bust of Mr. Pulitzer in the Journal building.

Miss Mary Smethurst and Ernest W ren, representing the junior and se classes, placed the wreath as part of annual Founder's Day ceremony, and T cott Williams, Director Emeritus of school, eulogized Mr. Pulitzer.

"Joseph Pulitzer made certain and cure the freedom of the press and immortality of the newspaper," Dr. W liams asserted, "and I call upon you s dents to remember him and the Wo and to carry on the ideals as outlined Mr. Pulitzer and put into practice the World."

Dr. Williams told the 200 assemb students and professors that, even wh partly blind, Mr. Pulitzer had his "fing on the pulse of the world."

"I remember watching him ridi horseback one day," he said. "His ho stumbled, but Mr. Pulitzer kept him fr falling by a slight manipulation of t reins. His control of things in the ne paper world with which he came into c tact was equally wonderful."

The speaker recalled the early days the school when he was called upon become its first director, but refused wh he found that women were not to be mitted as students.

"I went into conference with the thorities," he continued, "and had the r changed so that women could become s dents at this great school."

Following this ceremony a plaque the memory of Franklin Matthews, a p neer newspaper man and one of school's first professors, gift of "alu who cherish his memory," was unve in the senior city room.

Mrs. Maxwell Geffen and Mrs. Da Ginzburg of the classes of 1916 and 1 unveiled the plaque and Prof. Merr Stanley Rukeyser, president of Alumni Association, and Gerald B. Spi of the class of 1916 spoke.

Both told how Mr. Matthews, forme with the *New York Times* and the *S* would not permit students to call h "professor" or "teacher," but was pro of being called "Boss" Matthews. Dir tor John W. Cunliffe of the School Journalism, accepted the plaque in name of Columbia University.

The plaque read:

"Franklin Matthews, 1858-1917. As ciate professor of journalism in Columb University. Serene, kindly, tolerant, won the affectionate regard of all w knew him. Presented by alumni w cherish his memory."

The School of Journalism entertain at tea after the ceremonies.

McCELVEY PROMOTED

Display Manager, Houston Chronic Now Special Business Representativ

H. A. McCelvey, manager of the lo display advertising department of *Houston* (Tex.) *Chronicle,* has been p moted to special business representati and he has been succeeded in his form position by W. C. Storey, member of t advertising staff for the past seve months.

Mr. McCelvey has been connected w the local display department of Chronicle for more than 14 years, a during the major portion of this ti has been in charge of that department.

NEW MISSOURI WEEKLY

The first issue of the *Anderson* (M *Enterprise,* weekly, was issued recent Leigh Wade is editor.

OSPECTS BRIGHT FOR JOURNALISM GRADS

er Before Have Trained Men and 'omen Had Such Opportunities for Satisfactory Careers, Says Professor

ere was never a time when the pects of young men and women for ng satisfactory careers in newspaper rk were so l as at pres- said Profes- Allen Sin- Will, direc- of the new artment of nalism in ers Univers- New Bruns- addressing ssemblage of student body l 11. The ad- was ex- tory of the ilities for ing professional journalism which been provided at Rutgers in co- tion with the New Jersey Associa-



ALLEN S. WILL

roughout the country, Professor said, there had developed a marked nd for experienced editors and re- rs who were able to do first class and also for well equipped recruits possessed a collegiate education. condition was partly due to the ld War, which brought about the sion of many newspaper workers to callings, and partly to an increase e number of positions on the staffs pers because of the greater general erity of the publishing business.

seeking newspaper openings," the essor continued, "the first requisite possess or acquire the qualifications loing creditable work. Next, it is rtant to have sufficient patience to until a favorable opening is found a recruit has established himself as porter or editor of the better grade, outlook for continued employment rising pay is favorable.

he pay of newspaper workers has increased an estimated average of r cent since 1914. It is now possi- or many to begin the work receiving r incomes than most lawyers, phy- s, or persons engaged in business nations can reasonably hope to re- for several years after they start. od newspaper man can make a com- ble living in an occupation which of those engaged in it believe to be ost interesting in the world. As in cupations, there are large rewards top."

he Department of Journalism at rs," Professor Will said, "is the t of all those established in Amer- universities and therefore has been to make use of the experience of s. It is the only one which is con- l under the direct auspices of and in eration with the organized news- profession. The foundation of the rtment was due to the initiative of ew Jersey Press Association, a com- of which body co-operates actively management and instruction. The sors are newspaper men of long ience on leading papers.

l of the professional instruction is . The students report the news of Brunswick and its vicinity in their and edit real news of exactly the kind as newspapers receive. We the full daily news report of the iated Press, covering the world. news is transmitted to the Journal- oom over a leased wire and tran- d on a printing telegraph machine. ractice in editing, the special news e of the *New York Times* is also l The standards are those of the g papers of the country, without cation."

of the most useful fruits of co- ion with the New Jersey Press ation, Professor Will said, was committee of the association made l efforts to place meritorious grad- uates, without delay, in desirable positions where there were prospects of advancement. This is another advantage which no other institution teaching professional journalism offers.

TEXAS TRAIN STARTS JUNE 19

Will Tell Story of State's Resources to Northern States

June 19 was selected at a meeting in Fort Worth this week as the date for departure of the all-Texas special train sponsored by the Texas Daily Press League to advertise the State throughout the North and East.

It was announced that the train will cost about $25,000, each person making the trip to pay about $225 for transportation, sleeping accommodations and meals. Only men of recognized attainment in business and the professions will be invited, according to committee plans.

Several committees were appointed. Lowry Martin, *Corsicana Sun*, is general chairman and chairman of the executive committee; J. L. Greer, *Denison Herald*, transportation and personnel; Sam Harben, secretary, Texas Press Association, publicity and advertising; Cato Sells, compilation, preparations and presentation of material.

ARBITRATING UNION DEMAND

Chicago local of the American Newspaper Publishers' Association has entered into arbitration with the Chicago Photo Engravers Union No. 5 on the demand of the union for shorter hours and a wage increase of 25 to 33⅓ per cent.

SPRINGSTEAD JOINS R. HOE

Specialist in Intaglio Processes Added to New York Sales Staff

J. F. Springstead, a specialist in intaglio processes, has joined R. Hoe & Co., as a salesman of intaglio presses and accessories and also to act as a consultant on intaglio work, it was announced this week.



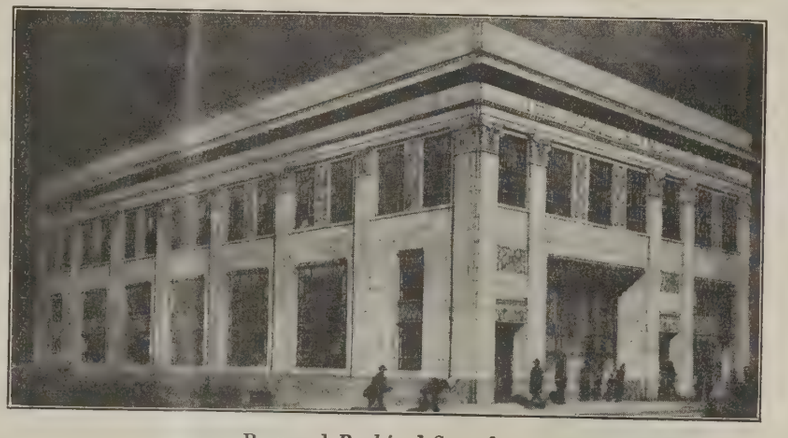
J. F. SPRINGSTEAD

Mr. Springstead has had experience in calico, silk, and other textile printing and engraving as well as wide experience with rotogravure. He was employed by the *New York Sun* when that newspaper installed the first intaglio unit in America.

Mr. Springstead was sent to the plant of La Prensa, Buenos Aires, early in 1925 to superintend the erection of the first press of three Hoe intaglio presses and the complete intaglio equipment. He then trained the crew in the production of the rotogravure supplement including not only the operation of the press, but the preparation of the cylinders and the entire intaglio operation.

From Buenos Aires, Mr. Springstead went to Havana to install the Hoe intaglio press of *Diario de La Marina*. He will work out of the New York office of R. Hoe & Co.

ROCKFORD (ILL.) MORNING STAR TO BUILD NEW $300,000 PLANT



Proposed *Rockford Star* plant

THE *Rockford* (Ill.) *Morning Star* has announced plans for the erection of a new newspaper plant representing a total investment, including land, building and equipment of more than $300,000.

It will be located on the present site, at the southeast corner of Wyman and Mulberry streets, where the newspaper has been for the last 19 years. Actual construction will be started early in May.

The new building will have a frontage of 136 feet on Mulberry street and 66 feet on Wyman street. It is contemplated first to erect the east portion of the building, which contains all the mechanical equipment. After that portion is completed and occupied, the present building will be wrecked and the remaining portion will be completed.

The building is designed to carry seven additional office floors, and all provisions for boiler capacity, elevators and piping will be arranged so that future additions may be easily erected.

On the first floor will be a large public lobby and business office. This room will be large with high ceiling and two entrances from Wyman street. A large bulletin window between the two entrances, recessed about four feet from the building line, will be a feature. The recessed window will make the sidewalk about 14 feet wide at this point. Offices of the publisher, business manager and circulation manager will be on this floor.

The press room, mail and carriers room will be located in the rear of the first floor.

The delivery room and the paper storage room will be in the basement, while the heating plant will be in a sub-basement.

A new Hoe press will be installed on a special foundation so that vibrations will not be transmitted to the building.

The mezzanine floor will be occupied by the advertising department.

A large club room with service room will also be located on this floor. This room will be available for small meetings up to 200 persons, and will also be used by the public for receiving special wire and radio returns of any important events.

On the second floor will be located the office of the editor, and editorial, composing room and stereotype departments.

All departments on this floor will more than double the present space occupied. Machinery in the composing and stereotype departments will be new, designed for speed in production.

One of the comforts of the new building will be lockers and shower stalls for the men in the mechanical department.

RADIO FAILING AS NEWS COMPETITOR

Space on Air Now Almost Completely Commercialized, Says N. Y. Post Editorial—Borah-Butler Debate "Passed Up"

Belief that radio was becoming "less and less like a newspaper" and more of a private business was expressed this week in an editorial headed "Radio and the Press," published by the *New York Evening Post*.

The newspaper based its belief on a comparison between methods by which the radio and the press handled the Butler-Borah prohibition debate last Friday. Only two small New England stations broadcast the debate. Time on most of the New York stations had been sold out to advertisers. The editorial continued:

"Here lies the reason, we believe, that the radio cannot take the place of the newspaper. We have never believed that it could. We have been told in turn that the telegraph, telephone, movie and radio would supplant the press. None has. Each has its field just as the newspaper has.

"The New York newspapers, filling their field, thus gave a verbatim report of the debate. Cost of space, expense of coverage and transmission of news simply did not count. It was a public service, in the view of the press, it was something that readers wanted and should have; therefore, it must be given, no matter what the bill was. In the same way several of the great journals of America, North and South, printed in full the text of the Dawes plan, although cable tolls alone ran high.

"Nor do the newspapers, as did the radio, face with a demand for payment those members of their public who suggest the publication of matters of public interest. No news columns in New York could be bought for publishing an account of any event, however important. The radio, through the nature of its business, apparently has to take a different view.

"Nevertheless, we are disappointed over the radio's failure to carry so significant a national event as the Butler-Borah debate. Its 'space' is not entirely commercialized, as its transmission of Presidential addresses, big athletic events, banquets, etc., proves, but its main attention must evidently be elsewhere than on its possibilities for popular service in the way of news and information. Perhaps, in its struggle to make itself self-sustaining, the radio has forgotten the need of giving itself editors. At any rate, it is undeniably growing less and less like a newspaper. It is becoming more of a private business and growing further from the ideal of the common carrier or public utility."

URGES MORE CHURCH NEWS

Florida Publisher Says Press Anxious to Aid Religious Work

Major Lew B. Brown, publisher of the *St. Petersburg* (Fla.) *Evening Independent*, in an address before the Ministerial alliance last Sunday at the First Avenue M. E. church, stressed the value of news column space in the work of the church and urged the churches to take more and not less news space in promoting before the public the work of their respective organizations.

Churches of the nation stand for the best interests of the country, said the speaker, who declared his desire to aid them in every manner possible.

TO REVIVE TABLOID

Leslie H. Roberts, managing director and editor of the *Montreal Daily World*, tabloid, which went into liquidation and ceased publication a few days ago, states publication will resume under same name April 23.

Columbia plans to start a class in crime prevention, but the difficulty will be to get the people who really need it to enroll. —*New York Evening Post.*

NEWSPAPERS MUST NOT FOLLOW AS SHEEP

President Eyerly Tells Pennsylvania Group Time for Leadership Is at Hand—Filth Not News—Successful Meeting at Pottstown

Fifty newspaper men from various sections of District One, of the Pennsylvania Newspaper Publishers' Association, gathered in Pottstown last Saturday afternoon for the first regional meeting. The meeting was followed by a dinner with W. L. Binder, president and general manager of the *Pottstown News,* as host. An open forum was conducted by J. H. Zerbey, Jr., general manager of the *Pottsville Morning Paper,* and W. L. Sanborn, of Lansdale, representing the *North Penn Reporter.*

The forum discussion related to "shop problems," in which a score or more of the visitors participated. Among those who spoke were: David B. Davies, Frank R. Long, E. S. Moser, Albert W. Fell, John T. Wagner, Harry W. Feather, William L. Binder, William O. Heinly, Philip A. Livingston, John C. Dye, Robert H. Harris, W. E. Griffith, Nolan Kyler, Hawley Quier, Robert M. Zeller, J. H. Kirschner, Col. C. J. Smith, I. J. Hornstein, Harry B. Heywood, and others.

Director Fell said that he was proud of the state organization, which now has in its membership more than 50 per cent of the daily and weekly newspapers in the state. The publishers must be organized if they would maintain the highest standards in their business and in profession.

President Eyerly said that so much depends upon the point of view toward a newspaper especially as it relates to the filth that is found in tabloids and papers that are not tabloid. The newspaper should not be regarded as a mere article of merchandise. When we consider it as an instrument through which good can be done and wrongs can be righted we are awed by its responsibility.

Back of every newspaper that is a success is a personality and it may not always be in the editorial office. The object of the newspaper should be to point the community to higher things rather than the low. Filth is not news. The yardstick by which we should measure our news columns, as husbands and fathers, is that we should so handle news that our own children can absorb it without blasting their innocence and corrupting their minds. The real newspaper no longer follows like sheep follow a leader.

LATHAN GOES TO ASHEVILLE

Robert Lathan, for the past 17 years editor of the *Charleston* (S. C.) *News and Courier,* has resigned to become editor of the *Asheville* (N. C.) *Citizen.* He succeeds Donald Gillis, who died recently. Two years ago Mr. Lathan was awarded the Pulitzer prize for the best editorial appearing in any American newspaper in 1924.

PLANNING MORNING PAPER

The *Hamilton* (Ont.) *Herald,* at present publishing as an evening daily, has made application to the Canadian Press for a morning paper membership. The application will be considered at the meeting of the board of directors of the C. P. to be held in connection with the annual meeting on May 4.

DENVER RAISES I. A. A. FUND

DENVER, Colo., April 14.—Funds needed for entertainment program convention are assured at end of two day campaign among Denver business men by representatives local convention committee, it was announced tonight by Ralph Faxon, president, Denver Advertising Club. 1600 reservations with cash deposits have been received.

Art is long. Especially the art of collecting installment payments.—*Vancouver Sun.*

GERMAN AD MAN HERE

Dr. Kauffmann, Berlin Agent, Studying American Advertising Methods

That America can teach advertising to the world and at the same time learn something from Europe, is the opinion expressed by Dr. Kurt Kauffmann, advertising counsel of Berlin, who has just arrived in New York from Germany in order to study American advertising policies and methods. Dr. Kauffmann urges a more frequent exchange of ideas between American and European advertising men. He feels that while European business men can learn much from America about the psychology of advertising, Americans can, in turn, get many interesting suggestions from a study of the new commercial art methods now being developed in Europe.



DR. KURT KAUFFMANN

Dr. Kauffmann, who speaks a half-dozen languages, has handled the advertising of 42 companies in 67 countries and has also served as "Propaganda-Chef" of the International Leipzig Fairs. At present he is acting as general advertising counsel for a number of German advertisers.

"I have been so interested in the way you do business in America," said Dr. Kauffmann, "that after getting a Ph. D. degree from Heidelberg in Economics and travelling through many European countries, I undertook a course of study in English and received the final diploma of your Alexander Hamilton Institute. I do not think that many of my countrymen have covered the same ground but I found the study of American business methods fascinating and believe I really devoted more time and effort to getting that diploma than I did to secure the doctor's degree."

In America, Dr. Kauffmann is visiting the presidents and advertising managers of a number of national advertisers as well as newspapers and advertising agencies in New York, Philadelphia, Chicago, St. Louis and Washington.

SUCCESS STORY TOLD OF NEW YORK STORE

Use of Small Space Regularly in Dailies Built Up $6,000,000 Annual Business for Merchants Who Once Shunned Advertising

More than $3,000,000 worth of haberdashery is sold each year by the 12 Weber & Heilbroner New York stores, according to this concern's advertising success story written recently by W. G. Bryan for *Newspaper Advertising,* the publication of the Association of Newspaper Advertising Executives.

The store's clothing and hat departments bring them another $3,000,000 annually, Mr. Bryan stated. These stores are advertised in a persistent way, using small display advertisements regularly in the daily newspapers of New York.

As told by Mr. Bryan the story reads as follows:

"Two men in New York—gifted retailers with small capital—decided they would go into business and specialize in the sale of haberdashery.

"They opened one small store. Their stock consisted of a well-chosen line of shirts, neckwear, hosiery and other accessories of men's wear.

"They didn't advertise in the beginning. But they met with enough success to convince them they had selected a ripe field for profit, providing they could acquaint enough discriminating men and women with their existence and the standard of merchandise they carried.

"They used the mails—sending literature to a picked list of names—but their sales did not increase as fast as they wanted them to.

"Newspaper advertising was suggested to them. They shunned it—were afraid of it—didn't understand how they could afford it—until it was explained how they could reach hundreds of thousands at the price they were paying to reach thousands.

"Finally they were influenced to try it—in a very small inexpensive way.

"Their distrust and their doubts immediately vanished. They obtained encouraging results from the first series of advertisements inserted—small three and four-inch displays, one column wide.

"This concern has been advertising ever since. Today its sign is over t New York stores. There is scarc newspaper reader in Greater New who does not know of the exc men's shops, conducted under the name of Weber and Heilbroner.

"Weber and Heilbroner is a co which believes in small display a tisements, knowing that these are helped pave the way to its preser success.

"In the Weber & Heilbroner there are no idle clerks—no light burning uselessly—no space is wasted. They utilize every facility for, because they are advertised—n but persistently and consistently.

"And because they are advertise have won renown for selling w merchandise at prices which make vantageous for people to pat them."

REPORTERS FEATURED IN

Albany Bank Places Novel Co Local Newspapers

"When reporters were not wel was the headline of a novel advertis run in large space in Albany N newspaper last week by the New State National Bank.

The copy said:

"No one alive today can rem back to the time when newspape porters were unwelcome visitors. January 21, 1809, was the date of a s action of the legislature which gr permission to reporters to attend ses And on that day, the Gazette—o Albany's earliest papers—first pub the proceedings.

"Probably there was no reason fo exclusion of reporters prior to 180 cept a natural desire on the part o legislators to prevent misstater Shorthand was unknown and spe could not be reported accurately. of the business done was of inter only a few. And there were no graph lines to carry messages abroa

"Now, each day through the state, sands of people scan their papers real interest to read the news fro bany, the Capital. Reporters today necessity. They carry out real s in keeping public facts before their ple. They mould public opinion.

"Long before the birth of the badge or any of the great news gath associations, State Bank had been a..other type of service to Eastern York. During 124 years, we have up a record of which we are proud. perience has trained us thoroughly financial matters. Our new bankin fices will give us increased facilities which to make our experience hel more."

WILLIAM B. GREEN

William Burton Green, 77, former lisher and editor of papers in Ken and Maryland, died Tuesday in his in Washington, D. C., following a illness. Mr. Green was born in l ville, Md. He founded the *Roc Advocate* and later the *Hart C Democrat,* of Munfordville, Ky., re ing three years later to Rockville, he established the *Rockville Indepe* In 1881 he came to Washington wit late Representative Milton G. Urn clerk of the Committee on Accoun the 47th Congress. He remained i service of the Government 30 years

SPEAK AT NATION DINNE

Carter Field, of the *New York ald Tribune;* Frank R. Kent of the *timore Sun,* and William Hard, pendent correspondent, were the spe at a dinner given by *The Nation* subscribers at the Fifth Avenue Re rant in New York, on Tuesday eve April 12. Oswald Garrison Villard, tor of The Nation, presided. The ject of discussion was President Co as a source of news.

VETERAN STARTS COLUM

After serving as a reporter on *Utica* (N. Y.) *Morning Press* for than 50 years, William Schachtel is writing a daily column "Our Town."

VANCE McCORMICK SAILS FOR EUROPE



The photograph shows Vance McCormick, publisher of the *Harrisburg* (Pa.) *Patriot and News,* with his stepdaughter Miss Gertrude Olmstead. With Mrs. McCormick and their stepdaughter, Mr. McCormick is sailing for an extended tour abroad.

ROPEAN AGENCIES AR BEHIND U. S.

Young, A. A. A. President, ls America Leads, After Tour Abroad—Rates, Circulations Uncertain

opean advertising agencies do s in about the same way that the an agencies did 25 years ago," James W. Young, president of the American Association of Advertising Agencies, and vice-president of J. Walter Thompson Company, of New York, reports.



s W. Young

Mr. Young returned to this country April 1, following a three months' trip to England, Belgium, Denmark, Germany, Switz. France and Spain with a view ning new offices in most of these for the advertising firm he rep-

eneral the European development ertising, in all countries, both in and quality, is very much behind America, declares Mr. Young. the continent there is practically h thing as a circulation statement gotten from any newspaper, either quality or distribution of circula-

ertising rates are almost entirely er of bargaining."
ll of the countries he visited he at probably Germany would offer t opportunity for American prodthe next few years.
e reason for this is that everyAmerican now has great prestige in ny. German newspapers and ma- are filled with articles on how are done in America. How the an girl dresses; how the Ameriachelor lives; how the American s man conducts his business, and

ndanavian countries have the same f receptivity of American ideas, course you haven't anything like ge a population as you have in ny.
English present a great deal of receptitude to the invasion of an ideas and products, but the ndicate that they do actually take erican products when they offer a lue."
is connection Mr. Young declared his opinion there is a great deal anized effort to get the Englishbuy British goods, but that in his it is not affecting the sale of an products.
land, in spite of the present ecodifficulties, offers a very good for certain types of American he declared.
ost of these countries, Mr. Young he found newspapers the most advertising medium, not only but nationally.
spaper circulations of a million nd over are not uncommon abroad, That one London Sunday newsas a circulation of over three milpies all over the British isles.
Young returned to this country d the Federal Trade Commission in Chattanooga, Tenn.

D ADVERTISING DIRECTOR

Crafft has been named advertisector of the *Denver Post and g Post.* F. I. Carruthers remains rtising manager of the Evening nd J. F. Clement as advertising r of the Morning Post.

TARTS SPANISH EDITION

Brawley (Cal.) *News* has started ion of a Spanish edition.

MRS. PHOEBE A. HEARST MEMORIAL DEDICATED



The University of California at Berkeley has the most complete women's gymnasium of any college in the country in the newly dedicated Phoebe Apperson Hearst Memorial Gymnasium, named in honor of the mother of William Randolph Hearst. Picture shows scene snapped during presentation of the Gymnasium. Starting at extreme left, those in the picture are: Violet Marshall, director of physical education; Governor C. C. Young, William Randolph Hearst, the donor; president W. W. Campbell of the institution, and Miriam Collins, Associated Students', vice president.

AGREE TO DISCONTINUE MISLEADING ADS

Five Firms Cited by Federal Trade Commission Will Reform Practices—Identities Not Revealed To Public

Five cases involving false and misleading advertising or misbranding were disposed of this past week by the Federal Trade Commission.

In no case was the identity of the concern or individuals involved made public.

In case No. 1 respondents agreed to desist from use of the word, "Ivory," in advertising or describing otherwise products not manufactured from dentine obtained from tusks of mammals.

In case No. 2 respondents agreed to desist from advertising or branding as "wool robes" and "wool shawls" products not composed wholly of wool.

In case No. 3 respondents agreed to desist from advertising and branding as "Havana" cigars made from tobacco not grown in Cuba.

In case No. 4 respondent agreed to discontinue use of letterheads, price lists and other advertising and printed material, including the insertion of advertisements in newspapers, bearing the statements, "Direct from Factory to You," and "Direct from Factory to User," when "in truth and fact respondent did not own, control or operate a mill or factory for the manufacture of his products."

In case No. 5 respondent, a corporation, agreed to desist from advertising or using otherwise the term, "Bakelite," in describing umbrella parts containing no bakelite.

HONOR CHILIAN EDITORS

Luncheon for Agustin Edwards and Son Given by Karl Bickel

About 20 editors and prominent New York business men attended a luncheon given April 13 at the Lotos Club in New York by Karl A. Bickel, president of the United Press Associations, to Agustin Edwards, Sr., and Agustin Edwards, Jr., owners of the *Santiago El Mercurio* and other Chilean newspapers. Mr. Bickel, introducing the honor guests, declared the luncheon was private and the speeches would not be reported.

In addition to the Santiago El Mercurio, newspapers which the Edwards publish include *Valpariso El Mercurio, Valpariso Estralla,* and *Santiago Ultimas Noticias.*

Attending the luncheon were Roy W. Howard, chairman of the board of the Scripps-Howard Newspapers; Bruce Bliven, editor of the *New Republic;* Arthur S. Draper, assistant editor of the *New York Herald Tribune;* Lewis Gannett, managing editor of the *Nation;* W. L. Chenery, editor of *Colliers;* J. W. T. Mason, correspondent of the *London Daily Express;* J. H. Furay, vice-president of the United Press; C. A. Richards, New York Merchants' Association; Clifford P. Hunt, Chemical National Bank; J. T. Cosby, National City Bank; Victor Schoepperle, National City Bank; W. P. Beazell, *New York World;* J. W. Brown, publisher of EDITOR & PUBLISHER; David E. Smiley, general manager, North American Newspaper Alliance; Andrew Ford, managing editor of the *New York Telegram;* Frederick Gregg, *New York Sun;* E. G. Knox, *Sydney Morning Herald;* and Gardner Cowles, *Des Moines Register and Tribune-Capital.*

NEW YORK-PARIS FLIGHTS

Preparations Being Made to Cover Airplane Advertures This Spring

Preparations are being made to cover the various New York-Paris non-stop airplane flights scheduled for this spring and early summer.

The Paris-New York Non-Stop Flight Corporation, associated with Hayden & Stone, is attempting to sell exclusive rights to the news of its venture. Lt. Com. Noel Davis is pilot. Kenneth H. Britol, vice-president and general manager of the corporation told EDITOR & PUBLISHER this week that exclusive New York rights had been sold to the *New York Times* with an agreement that the Times would sell it to other newspapers.

Hourly reports by radio from the airplane America on its flight will be received by the America Trans-Oceanic Company and relayed by telegraph to all newspapers, Grover A. Whalen, vice-president, of the company announced this week.

This flight will be made from Roosevelt Field with Commander Richard E. Byrd in charge starting probably May 15.

ADVERTISERS PLANNING NEWSPAPER PROGRAM

Verne Burnett to Preside Over Special Session Devoted to Newspaper Problems at Detroit Meeting of of A. N. A. May 9-11

A special session devoted to discussion of newspapers has been arranged for the semi-annual convention of the Association of National Advertisers, Arthur H. Ogle, secretary, announced this week. The session will be presided over by Verne Burnett of the General Motors Corporation and chairman of the A. N. A. newspaper committee. The convention is scheduled to be held in Detroit May 9, 10, 11.

Decision to hold the special newspaper session was reached this week, Mr. Ogle said, due to the apparently growing interest among A. N. A. members in newspaper problems. The idea of the session dates back to last January when the executive committee of the A. N. A. met with a representative group of eastern newspaper executives at the Yale Club in New York for a "get-to-gether luncheon."

"The A. N. A. developed a newspaper program at this meeting," Mr. Ogle said, "and it has been given favorable consideration by many newspaper publishers. We want to permit our entire membership an opportunity to express their views on newspapers at the Detroit convention."

There are four main "planks" in the A. N. A. newspaper program, Mr. Ogle said. The advertisers hope to co-operate with publishers in carrying it out. The "planks" are:

1.—A clean-up of newspaper typography.

2.—Retention of two per cent cash discount and reinstatement where it has been eliminated.

3.—Elimination of enforced newspaper combinations.

4.—More thorough circulation analysis.

Mr. Ogle revealed this week that he had made overtures on behalf of the A. N. A. to have a representative of his association address the annual April convention of the American Newspaper Publishers Association and that his request had been denied.

A meeting of the A. N. A. executive committee will be held in New York next week at the association's new offices in the Graybar Building.

TAYLOR BUYS STOCK

The option held by Harry E. Taylor upon the stock owned by the late Vallee Harold in the Times Publishing Company and the Portsmouth Publishing Company, of Portsmouth, O., and the Tribune Publishing Company, of Ironton, was exercised, Mr. Taylor thereby becoming sole owner of the Portsmouth papers, and equal owner with Mrs. C. H. Moore, Miss Felonise Moore and John B. Corns, of the *Ironton Evening and Sunday Tribune.*

PRINTS ON KRAFT PAPER

On the occasion of the opening of the new $2,500,000 St. Helens Pulp & Paper Company, the *St. Helens* (Ore.) *Sentinel* printed an issue of light brown wrapping paper, the product of the new mill. Kraft paper is at present the sole output of the new plant.

OREGON PAPER SUSPENDS

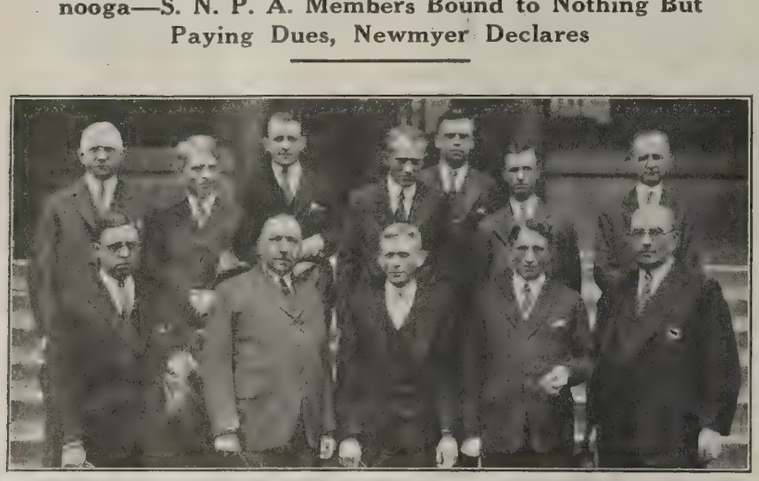
The *Jacksonville* (Ore.) *Post,* county seat newspaper for the past 20 years, has discontinued publication, leaving Jacksonville without a newspaper for the first time in 50 years. W. T. Bray was publisher. Recently the county seat was moved to Medford.

TWO DAILIES JOIN A. N. P. A.

The *Tampa* (Fla.) *Tribune* and the *Battle Creek* (Mich.) *Moon-Journal* have been elected to membership in the American Newspaper Publishers Association.

WITNESSES DENY CONSPIRACY CHARGES AT FEDERAL TRADE HEARING

Three Newspaper and Two Agency Men Testify at Chattanooga—S. N. P. A. Members Bound to Nothing But Paying Dues, Newmyer Declares



Prominent newspaper and agency men and U. S. officials photographed in Chattanooga this week during Federal Trade Commission hearing. Front row: James W. Young, of New York, president of the American Association of Advertising Agents; L. B. Palmer, manager of the American Newspaper Publishers' Association; J. W. Addison, examiner; Harry S. Adler, general manager, of the *Chattanooga* (Tenn.) *Times*. Back row: Wiley L. Morgan, secretary-treasurer, S. N. P. A.; James O'Shaughnessy, executive secretary, American Association of Advertising Agencies; John R. Dowlan, assistant to counsel for Federal Trade Commission; Eugene W. Burr, attorney in charge of case for Federal Trade Commission, both of New York; Cranston Williams, of Chattanooga, manager, S. N. P. A.; James F. Finlay, Chattanooga, counsel for S. N. P. A.; and Walter C. Johnson, representing S. N. P. A. Board of directors, former president and secretary of association

(*By Telegraph to* Editor & Publisher)

CHATTANOOGA, Tenn., April 13.—Hearings of complaints of the Federal Trade Commission against the Southern Newspaper Publishers' Association and other newspaper agencies opened at 10 o'clock Monday morning in the federal building, Chattanooga. Examiner John W. Addison is presiding over the hearings.

The association is charged with conspiracy to control advertising in connection with the American Association of Advertising Agents, American Newspaper Publishers' Association, the American Press Association and the Six-Point league.

Five witnesses were examined during the first three days. They were: H. C. Adler, general manager of the *Chattanooga Times;* Victor H. Hanson, publisher of the *Birmingham News* and *Montgomery Advertiser;* A. G. Newmyer, associate publisher of the *New Orleans Item-Tribune,* and former president of the Southern Newspaper Publishers Association; Thomas H. Basham, of the Basham Agency, Louisville, Ky., and B. E. Wyatt, of the Johnson-Dallas Agency, Atlanta.

It was at first thought that the Chattanooga hearing would be adjourned to Chicago, but it has been announced there will be no other sessions. The Chattanooga hearing was scheduled to continue through the week of April 10. It was further expected that Walter C. Johnson, former president of the S. N. P. A. and secretary-treasurer of the association when most of the alleged illegal accounts were contracted, would be put on the stand to testify before the hearing had been concluded. His testimony, for this reason, will probably require longer than any other witness.

In brief, the trade commission charges that the above organizations are in a conspiracy to control advertising.

Mr. Adler was the first witness called. He denied that any contract had ever existed forcing his paper to give or not to give commissions to direct advertisers. He further testified that he had been general manager for 27 years of the Chattanooga Times and that existing practices in handling national advertising had grown up before his time.

Mr. Hanson was the second witness. As a chairman of S. N. P. A. Agency relations committee he testified that actions of the committee were only recommendations to the membership, and members did as they pleased about recognizing an agency. He said he didn't know what would happen if present standard of handling advertising was destroyed or impaired. Like Mr. Adler, he denied he was coerced by any one concerning commissions.

Cranston Williams, manager of the S. N. P. A., was called on to furnish documents and papers. He will, no doubt, testify later. A. G. Newmyer, who was chairman of the S. N. P. A. agency relations committee which made report on agency system, which has figured conspicuously in evidence by government, was next witness.

Mr. Newmyer testified that his committee sought information from all sources and that the report was based on opinions at time. Further that it was only a recommendation as the organization had no way to bind its members to do anything but pay their dues.

Mr. Basham testified that the agency he represented bought space in newspapers without regard to whether they were members of the S. N. P. A. or A. N. P. A.. He showed that less than 10 agencies in the south were members of the A. A. A. A. but that there were twice that many agencies handling national advertising in the south, many recognized by the A. N. P. A. regardless of whether they were members of the A. A. A. A.

B. E. Wyatt, of the Johnson-Dallas agency, testified along the same lines pointing out that the agency performed a social service for newspapers and advertisers.

All witnesses are being placed on the stand by the government in effort to establish its case. It is not the purpose of the S. N. P. A. and other organizations on defense side to present their case until after the government's case has been completed. Those attending Chattanooga hearing are:

John W. Addison, of Washington, representing federal trade commission, who presided; L. B. Palmer, of New York, manager of the A. N. P. A.; James O'Shaughnessy, executive secretary, and J. W. Young, president of the American Association of Advertising Agencies; Clark McKercher, attorney representing the A. A. A. A. and his assistant, R. W. Joyce, of New York; Eugene W. Burr, attorney in charge of the case for the Federal Trade Commission, assisted by J. W. Dowlan; James F. Finlay of Chattanooga, representing S. N. P. A.: W. L. Morgan, secretary-treasurer of S. N. P. A. and witnesses mentioned elsewhere in the story.

BARRETT HITS CRIME FINDINGS

Ridicules New York Committee's Criticism of Newspapers

Findings of New York State Crime Commission sub-committee on causes of crime published in Editor & Publisher last week were ridiculed this week in an address delivered in New York by James Barrett, city editor of the *New York World.*

Four of the five charges made against the press by the committee were described as debatable and academic by Mr. Barrett, while one was set down by the editor as "ridiculous."

The one so classed was the committee's charge that news published in the papers aided criminals to escape and hampered the police.

"In the committee's report a story published in a New York newspaper stating that 'Bum' Rogers was in Atlantic City was reproduced as an illustration of how newspapers aided criminals," Mr. Barrett said.

"Two weeks before the police finally arrested Rogers in the Bronx, the New York newspapers knew where he was, but none violated the confidence imp on them by the police.

"In all my experience as a reporte editor, I have never known of a where the police have given out infc tion with the request that it shoul be printed that the request was no served with strictest confidence.

"One charge made by the commi was certainly delicious and deserv be framed. I refer to the charge the publication of pictures of detec should be avoided by the newspa Any police reporter knows that is a order to fill. Whoever knew a dete or policeman who wasn't anxious t into the picture? It is a difficult j keep from 'glorifying the cops.'"

MacDONALD DAILY'S GUES

J. Ramsay MacDonald, former L Prime Minister of Great Britain, an daughter, Ishbel, will be the guest honor at the thirtieth anniversary bration of the *New York Jewish Forward* at the Century Theatre, 24. The labor leader will address guests on "Labor Throughout World."

COURT CONFIRMS VERDICT

The United States Circuit Cour Appeals at Boston April 8, handed a decision confirming a $15,000 ve which was won in Federal court than a year ago by Rev. John E. Lill formerly of Worcester, Mass., but of Brooklyn, N. Y., against the *E pain,* a Finnish newspaper publishe Worcester.



$1,505,427,662.
Changed Hands Last Yea
In Jacksonville

That's the total of bank clearings in Jacksonville, Florida, in 1926—nearly twice as much as in 1924 and three times as much as in 1922.

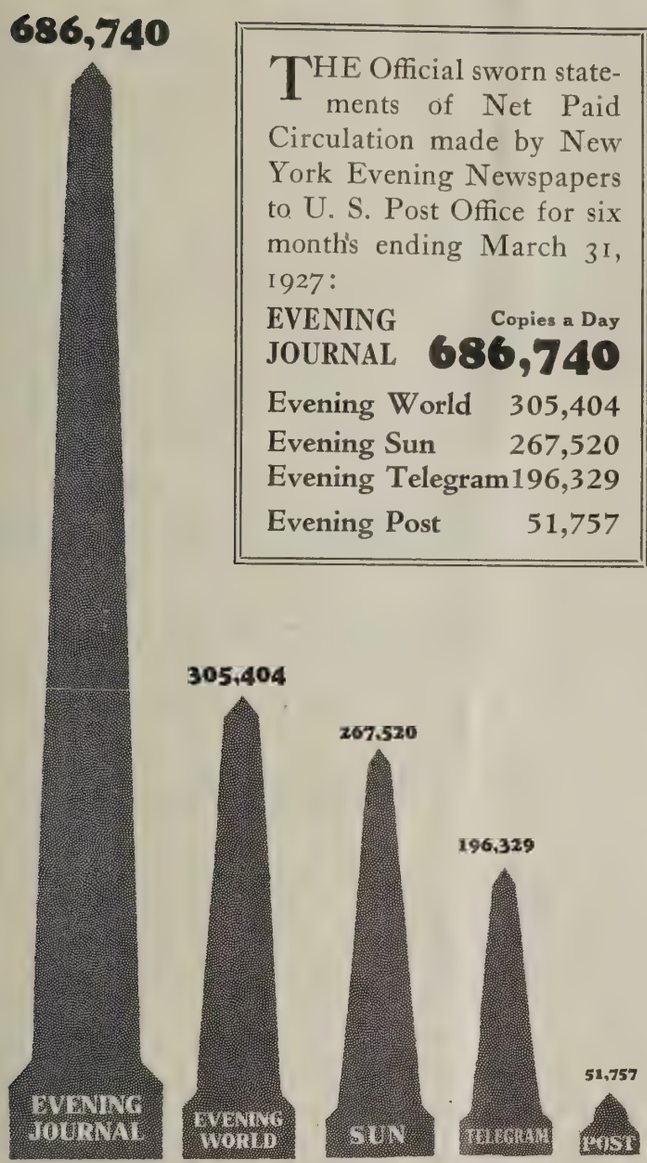
This is a dependable index to the size of the Jacksonville market and the rapidity of its expansion.

Jacksonville is a great market in itself and in addition, it is the distribution center for Florida. Evidence of this is the fact that more than 100 manufacturers opened branches or distributing offices in this city during the past year.

The Jacksonville trade territory offers rare opportunities to the national advertiser, with the extra advantage that he can secure complete and economical coverage in this territory by using one medium—

The Florida Times-Unio
JACKSONVILLE, FLA.

OVERWHELMING HOME CIRCULATION



THE Official sworn statements of Net Paid Circulation made by New York Evening Newspapers to U. S. Post Office for six months ending March 31, 1927:

	Copies a Day
EVENING JOURNAL	**686,740**
Evening World	305,404
Evening Sun	267,520
Evening Telegram	196,329
Evening Post	51,757

—of the Most Powerful Sales Force in the New York Market

EVERY day during the past six months 686,740 people bought the New York Evening Journal—at 3c a copy daily, 5c Saturdays—and carried it home where it is read by over 2,000,000 men, women and children.

For 28 consecutive years the New York Evening Journal has had the largest evening circulation in America.

The New York Evening Journal is purchased by nealy half of all the people who buy any New York evening newspaper—and has the *largest quantity of quality circulation* going into the homes of Metropolitan New York.

Every day the home circulation of the New York Evening Journal is:

381,336 more than Evening World.
419,220 more than Evening Sun.
490,411 more than Telegram.
634,983 more than Evening Post.
113,816 more than Evening World and Evening Sun combined!

NEW YORK EVENING JOURNAL

America's largest evening newspaper circulation . . . and at 3c a copy daily, 5c Saturday

913 Hearst Building
Chicago, Ill.

2 Columbus Circle
New York City

General Motors Building
Detroit, Mich.

EVIDENCE COMPLETED IN DAILY'S SUIT

Final Arguments to Be Heard May 3 in Chicago Tribune's Action to Recover $1,732,000 of City Funds

Taking of evidence has been completed in the *Chicago Tribune's* suit to recover $1,732,000 for the taxpayers from real estate experts and city officials under the Thompson administration in 1920 and 1921. Final arguments will begin on May 3.

The trial is believed to have set a record for length in Cook county. Hearings were begun on March 2, 1926, and except for one five-months' recess, progressed steadily. Seventy-five witnesses appeared, and some of them testified for weeks at a time. It was estimated that they and the lawyers spoke 2,400,000 words to fill 11,600 pages of testimony.

Two of the defendants in the suit, Ernest H. Lyons and Arthur S. Merigold, made restitution towards the close of the Tribune's presentation of evidence. Lyons returned all he was financially able to restore, giving up cash, real estate and claims with a total face value of $432,-053. Merigold relinquished certificates of indebtedness and other claims with a face value of $215,304.

The fees in question were paid out of the city treasury to the experts for their services in connection with street appraisal work on the five projects involved in Chicago's City Beautiful ordinances. It is the contention of The Tribune that just and fair charges for the work would have been $50 a day for each, or a maximum of $50,000 for the three experts for a year's work. Instead, they were given more than $1,732,000. Testimony was introduced at the hearing to show that a percentage of the experts' fees was turned over to the Thompson political organization for use in the campaign then being waged.

B. & O. TACTICS CRITICIZED

Publishers File Brief Attacking Methods Before Commerce Commission

(*By telegraph to* Editor & Publisher)

Washington, D. C., April 14.—Criticism of the tactics employed by the Baltimore & Ohio railroad in the newsprint case, involving several Washington daily papers, was voiced in a reply brief filed with the Interstate Commerce Commission today by attorneys and traffic specialists for the newspapers, in response to a brief by the road attacking a tentative finding of a commission examiner.

"The law contemplates, we believe," the reply brief said, "that the Commission shall lend its vast powers and its services to facilitate the ends of justice on issues raised before it, and that being true, it should not countenance tactics such as have been presented by defendant carriers in these cases to increase the difficulties and expense of complainants who have been trying to secure justice over a long period of years.

The examiner's recommendation to the Commission a few days ago said the several complainants should be awarded reparation on the sum of alleged overcharge on transportation of news print paper from mill-producing points to Washington.

The Washington Publishers Association, the Evening Star Newspaper Company, and the Labor Co-operative Educational and Publishing Society are named as complainants.

SUES FOR $50,000 SALARY

Longcope Avers Maine Resort Wrongly Discharged Him

Lucerne in Maine Community Association, a corporation designed to purchase gradually all the newspapers in the State of Maine, is named as defendant in a suit brought by T. R. Longcope of Wellesley, Mass., who alleges that he was engaged as assistant to the president and offered a salary of $250 a week to start and increases from time to time until a salary was reached which would amount to about $50,000. Terms of the contract were broken, Longcope declares, and he was discharged on May 1, 1926 without reason. He is seeking $50,000 damages from the corporation.

The plaintiff declares he was employed at the time by the Hearst publications, that he was approached by the defendant through its president, H. M. Saddlemire, who outlined to him the intention of the corporation to develop the entire State of Maine on a large scale and purchase the newspapers.

MERGER IN MAUCH CHUNK

The *Mauch Chunk* (Pa.) *News* ceased publication March 31 and its circulation and good will were taken over by the Times. The April 1 issue of the new combined evening newspaper was known as the *Mauch Chunk Times-News*. Lindenstein-Kimball, Inc., has been appointed national advertising representatives of the Times-News.

A. P. DIRECTORS MEETING

Final Sessions Before Annual Meet Scheduled for April 19 in New York

Directors of the Associated Press on April 19 will hold their final meeting before the annual convention of members which begins at the Waldorf-Astoria Hotel, New York, April 25.

Consideration of the bond vote and protest rights questions has evidently crowded the expected discussion of the *New York World's* editorial criticism of the "Bolshevist hegemony" story off the calendar. Herbert Bayard Swope, executive editor of the World, is prepared to meet the directors on this matter, but on April 14 had not been asked to appear before them next week. Unofficially, Editor & Publisher learned that the discussion was not included on the budget prepared for consideration of the A. P. directorate.

It is reported that the *Johnstown* (Pa.) *Democrat* and the *Lexington* (Ky.) *Herald* are discussing the same story with the directors.

The World will stand behind its editorials criticising the Associated Press, maintaining that they were based on accurate information, Editor & Publisher was told this week. The Associated Press has never questioned the World's right to find fault with the organization, but has questioned the accuracy of the newspaper's information in this particular instance.

The case dates back to last Nov. 19, when the Associated Press sent out a story from Washington reporting the government's concern over Bolshevism Mexico, and subsequently the charge v circulated that the A. P. was used by State Department to spread propagar inimical to a friendly nation. An inves gation made by a reporter of the *Louis Post Dispatch* alleged to show t three press associations had been as to carry this story by Assistant Secreta of State Olds, and that the A. P. alc had complied. The charge was den by the State Department and by Associated Press.

TO HONOR ED HOWE

New York Writers to Give Dinner Ce brating His 60 Years in Journalism

Ed Howe, sage of Potato Hill, a former editor of the *Atcheson* (Kar *Globe*, will be guest of honor at a din to be given April 29, at the Hotel Bi more, New York, celebrating his years in journalism. Irving S. Co will be toasmaster.

Members of the committee in char of the dinner are Ray Long, Bruce Ba ton, Robert H. Davis, John Gold Percy Hammond, Roy W. Howard, Ri Lardner, Burns Mantle, Grantland Ri and Herbert Bayard Swope.

Mr. Howe's daughter, Mrs. Mat Howe Farnham, has won a $10,000 fi novel award made by Dodd, Mead & C and the *Pictorial Review*.

CELEBRATES 50th YEAR

The *Portland* (Ore.) *Telegram* April 16 published a special edition ce brating its fiftieth year of publication.

Where better Classified mediums are being built — the best publicity is helping build them

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

BRIDGEPORT
Industrial Capital of
CONNECTICUT

Leads in number and diversity of products

With 443 establishments manufacturing more than 5,000 commodities; 50,000 wage earners, steady employment at wages that enable these workers to build homes and enjoy many of the luxuries. An ideal market for advertised products, easily and thoroughly covered. The

POST TELEGRAM

Daily circulation 44,446 dominates the trading area

Reader confidence is unsurpassed. Enjoys largest advertising patronage.

National Representatives
GILMAN, NICOLL & RUTHMAN
New York, Boston, Chicago, San Francisco

Said One Prominent Publisher to Another—

In a recent letter to the publisher of the London Daily Mail, Adolph S. Ochs, owner and publisher of the New York Times, said:

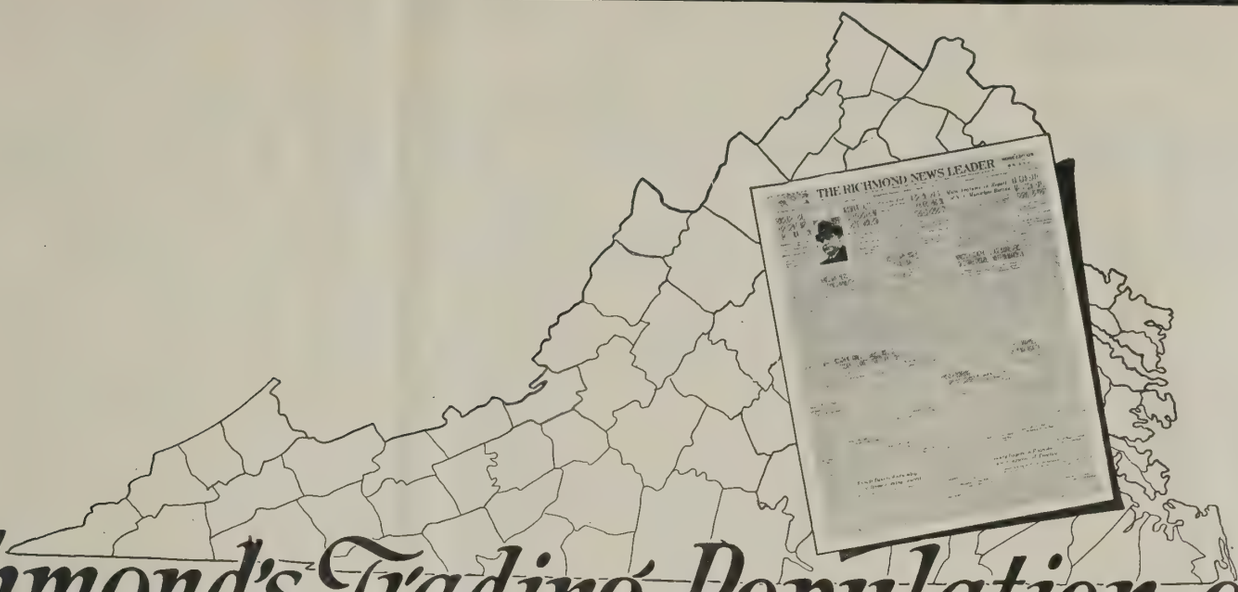
"The value of advertising, when properly safeguarded and selected with discrimination, cannot be over-emphasized for the newspaper reader. The advertising columns of a newspaper do not consist simply of sold space. To the greater bulk of readers they represent a vital source of news. They contain information which enters into the daily lives of the people and affects their interests frequently to an even greater extent than the news does. *Many advertisements your daily publishes are read by far more people than any single item of news is, but to secure this reading public the advertiser must make his announcements so interesting and* attractive *that they can compete successfully with news.*"

The attractiveness of which Mr. Ochs speaks is largely secured for the New York Times, the London Daily Mail, and a big percentage of other leading dailies, by their use of the Ludlow system for setting ads and heads. With this system a large variety of styles and sizes of typefaces are always instantly available in any quantity and are cast fresh and new in slugs as needed for every ad. Display from the smallest sizes up to full-width 72 point, and even 84 point streamer lines, are cast on the Ludlow in bright, new faces and quickly delivered on the galley at the front of the machine ready for use.



Ludlow Typograph Co.
2032 Clybourn Avenue, Chicago
Boston: 470 Atlantic Avenue — Atlanta: 41 Marietta Street
New York: 63 Park Row — San Francisco: 5 Third Street

LUDLOW QUALITY SLUG COMPOSITION



Richmond's Trading Population of 550,000 People is Better Reached by The Richmond News Leader than by Any Other Medium.

If you want to reach the 550,000 Virginians who live in Richmond and its trading area—you can use no better medium than The Richmond News Leader.

Busy people, whether they live in a city or in the country—do not have time to *read* a newspaper until the day's work is done. Then, they want that newspaper to tell them what they can buy *tomorrow.*

That is what The News Leader does. In addition to its tremendous circulation in Richmond, each day huge bundles of The News Leader are sent by train and bus into the trading area of Richmond. This paper is read leisurely and thoroughly—and the reader has time to plan a buying trip to Richmond for the next day.

The merchants of Richmond realize the tremendous influence of advertisements in The News Leader, as evidenced by the fact that in 1926 The News Leader gained 581,826 lines of advertising, while the other Richmond paper lost.

The Richmond News Leader has the largest circulation of any paper in Virginia. It carries more advertising than any other Virginia paper. And it reaches the 550,000 people who come to Richmond to buy—and influences the spending of their money.

National Representatives

KELLY-SMITH COMPANY

Graybar Bldg. New York City | Waterman Bldg., Boston, Mass. | Atlantic Bldg., Philadelphia, Pa. | Tribune Tower Chicago, Ill.

J. B. KEOUGH, ATLANTA, GA.

The Richmond NEWS LEADER

"On News Leader Square"

Covers Richmond Like a Roof

FIRST LOS ANGELES DAILY STARTED IN 1851

Four-Page Paper Printed First Spanish Department in a Coast Paper—Lewis and McElroy Its Founders

The first California newspaper with a department printed in Spanish, and the first effort at journalism in Los Angeles, Cal., was the *Los Angeles Star,* also known in Spanish as *La Estrella de Los Angeles,* a sheet of four pages of five columns, issued weekly and founded May 17, 1851, according to a series of historical features by Ira Berthelot Wood in the *Los Angeles Times.*

The Star was founded by John A. Lewis and John McElroy, who edited one-half of the paper in English and obtained the services of Manuel Clement Rojo, a Spanish journalist, to care for the Spanish section.

An antique Hoe press, which came around the Horn in 1849 in the hold of a windjammer, ground out the 250 copies of the paper which comprised the entire circulation of the paper and in those days considered a goodly list. Subscriptions were $10 per year and advertising space available at $2 a square inch and a $1 an inch thereafter.

Mechanically the paper was a success, But financially the road was rough.

Henry Hamilton, an able journalist, vitriolic with his pen, acquired the paper and ran it successfully until his pro-Confederate views during the Civil War met Union government opposition and the publication suppressed on Oct. 1, 1864.

Hamilton was back at the helm, however, on May 16, 1868, and on June 1, 1870, the paper blossomed forth as a daily, but after several changes in management it failed to shine after 1879.

The first real Los Angeles daily was the News, issued Jan. 1, 1869, by A. J. King and R. H. Offutt. A troublous career forced it to suspension in 1873.

CHARGES WISCONSIN PRESS

A charge that advertising agencies are buying the editorial policy of state newspapers with advertising contracts in order to kill a bill providing for a ten per cent tax on cigarettes was made in the Wisconsin Legislature this week. The charge is ridiculed by the newspapers who declare they are opposed to the principle of sales taxation.

BRISK FIGHT OVER CANADIAN POSTAL

Progressive Member Objects to Cut in Pound Rate, Claiming $500,000 Loss in Revenue—Postmaster Favors Bill

"I submit that this country is not in such an extraordinary flourishing financial position that we can afford to throw away a revenue of $500,000 a year in order to benefit great newspapers like the *Montreal Star,* that seem to be doing well enough now," declared E. J. Garland, an Alberta Progressive, speaking in the House to the bill of Hon. Peter J. Veniot, Postmaster-General, to reduce the postal rate on certain newspapers from 1½ cents per pound to 1 cent.

After vigorously denying that he had been subjected to any influence on the part of one of two big newspapers in favor of this bill, and promising the newspaper organizations opposing the bill that the department would consider any further representations they might make in favor of establishing a zone system, the Postmaster-General insisted upon the passage of the bill this session.

Hon. R. B. Bennett urged that the bill be brought into effect by proclamation, so that the opposing interests could make their representations, while C. H. Cahan (Montreal) suggested a tax on newspapers and periodicals bringing advertising into the country from the United States. The bill was given third reading.

AD TIPS

N. W. Ayer & Son, 308 Chestnut street, Philadelphia. Placing orders with newspapers in various sections for Chase & Sanborn, Seal Brand Coffee, Boston, Mass.

Barrows - Richardson - Alley, 420 Lexington avenue, New York. Placing orders with some newspapers in Pennsylvania for Wm. Underwood Company, Deviled Ham, Boston. Again placing orders with newspapers in various sections for the Glenwood Range Company, stoves and ranges, Taunton, Mass.

Biow Company, Inc., 9 East 40th street, New York. Placing orders with newspapers in various sections for Partola, Inc., New York.

Blackman Company, 120 West 42nd street, New York. Again placing orders with newspapers for the Vacuum Oil Company, Mobile oil, New York.

Brooke, Smith & French, Inc., S. E. Corner John R. and Eliot streets, Detroit. Reported to have secured account of Sparks Withington Company, "Spartan" horn, Jackson, Michigan.

Cahill Advertising Company, Pacific Building, San Francisco. Again placing orders with some Pacific Coast newspapers for the Western Meat Company, Calinut, San Francisco.

Corman Company, 49 West 45th street, New York. Has secured account of the Chilean Nitrate of Soda Educational Bureau, New York.

Crowell-Williams & Co., 612 North Michigan avenue, Chicago. Placing orders with newspapers in various sections for the Chicago Flexible Shaft Company, sunbeam electric irons, Chicago.

Dorrance, Sullivan & Co., 130 West 42nd street, New York. Placing Chancellor Cigar account for the American Cigar Company, New York.

George L. Dyer Company, 285 Madison avenue, New York. Placing orders with a few newspapers for E. & J. Burke, Ltd., "C. & C. Ginger Ale," Long Island City, N. Y.

W. B. Finney Advertising Company, Inc., Kirkwood Building, Kansas City, Mo. Placing account for the Columbian Steel Tank Company, Kansas City, Mo.

Albert Frank & Co., 14 Stone street, New York. Placing account for the Cornish Wire Company, New York, manufacturers of antenna kits, battery cables, echo tape, flexibus and aerial wire.

Granville S. Standish Advertising Agency, Union Trust Building, Providence, R. I. Placing account for the Lyons Mfg. Company, New Haven, Connecticut, manufacturers Ejector cigarette case.

Johnston-Ayres Company, 574 Market street, San Francisco. Placing orders with Pa Coast newspapers for Sussman, Wormse Company, coffee and canned goods, Francisco.

Johnson, Read & Co., 202 South State st Chicago. Placing orders with newspaper various sections for the Jenny Wren C pany, Chicago.

H. W. Kastor & Son Advertising Comp Lylton Building, Chicago. Placing orders some Western newspapers for Gage Bros Company, millinery, Chicago.

H. E. Lesan Agency, 420 Lexington ave New York. Now handling account for E Durkee & Company, Durkee salad dress Elmhurst, N. Y.

Lewis H. Mertz & Sons, Wrigley Build Chicago. Placing orders with some Wes newspapers for the Sunlite Dessert Comp Waukesha, Wisconsin.

Redfield Advertising Agency, 34 West street, New York. Placing orders with n papers in various sections for the Dian Electric Specialties Company, radio batt Newark, N. J.

Reincke-Ellis Company, 215 North Michi avenue, Chicago. Now handling accoun the Red Sun Products Company, Double D Malt Syrup, Chicago.

J. Walter Thompson Company, 244 Mad avenue, New York. Has secured accoun Minot Hooper & Company, New York, are now making up lists to advertise "Dw Anchor" sheets and pillow cases.

United Service Advertising, Inc., 972 B street, Newark, N. J. Placing account for Mu-Rad Laboratories, Asbury Park, N. manufacturers of radio receiving sets.

Western Advertising Agency, 214—5th st Racine, Wis. Placing orders with newspa in various sections for the S. C. Johnso Company, floor wax, Racine, Wis.

Williams & Saylor, Inc., 450—4th avenue, York. Placing orders with newspapers in lected sections for the Otis Mfg. Company, underwear, Ware, Mass.

NEW OUT-OF-TOWN OFFICE

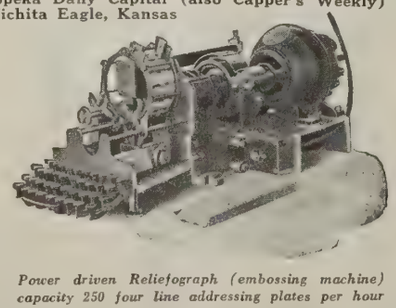
The *Providence* (R. I.) *Journal Evening Bulletin* have established a Bristol County bureau and office in Papino building, Main street, Wari R. I.

ENTERS DAILY FIELD

The *Wewoka* (Okla.) *Capital-Dem crat,* owned and edited by C. O. Hedr has entered the daily field. It will served by the United Press.

These Daily Newspapers Use the Pollard-Alling System

Action Catholique—Quebec
Atlanta Constitution (also tri-weekly)
Baltimore Sun
Brooklyn Daily Eagle, Brooklyn, N. Y.
Burlington Free Press, Burlington, Vt.
Chicago American
Chicago Daily Drovers Journal
Cleveland Press, Cleveland, Ohio
Commercial-Appeal, Memphis, Tenn. (also weekly)
Daily Metal Trade, Cleveland, Ohio
Democrat & Chronicle & Rochester Herald, Rochester, N. Y.
Forward (Jewish Daily), New York
Herald-Times-Press, Middletown, N. Y.
Herald & Examiner, Chicago
Journal & Courier, Lafayette, Ind.
Kansas City Daily Drovers Telegram
Kansas City Journal Post (also weekly)
Kansas City Star (also weekly)
Kansas City Times
Lansing (Mich.) State Journal
L'Evenment, Quebec, Canada
LaPatrie, Montreal, Canada
Mail & Empire, Toronto, Can.
Minneapolis Daily Star, Minneapolis
Montreal Star, Montreal (also weekly)
New Orleans Times-Picayune
New York World, New York City
Oklahoma City Oklahoman
Oklahoma City Times
Omaha Bee & Daily News, Omaha
Omaha Daily Journal-Stockman
Philadelphia Inquirer
Register and Tribune-Capital, Des Moines, Iowa
Rutland Daily Herald, Rutland, Vt.
St. Louis Globe-Democrat
St. Paul Dispatch
St. Paul Daily News (also Cloverleaf Weeklies)
St. Paul Pioneer Press
Topeka Daily Capital (also Capper's Weekly)
Wichita Eagle, Kansas



Power driven Reliefograph (embossing machine) capacity 250 four line addressing plates per hour

Pollard-Alling Addressing Equipment Soon Pays For Itself

IN addressing, speed means economy. Many users of Pollard-Alling equipment pay for the cost of installation in the course of a year out of the saving it effects. Every operation—including embossing of plates, making corrections and additions in the lists and the actual addressing—is done at a much faster rate of speed than is possible with any other system. No matter what method of addressing you are now using it will pay you to investigate the advantages—the speed and economy—of Pollard-Alling equipment.

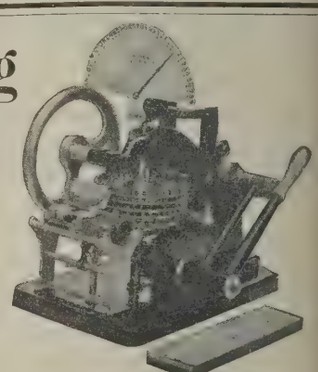
We manufacture an Automatic Mailing Machine for imprinting names and addresses on the margin of newspapers at a guaranteed speed of 12,000 net per hour.

Ask for demonstration during the A. N. P. A. Convention at our exhibit in the White and Gold Room, No. 110, Waldorf-Astoria Hotel

Pollard-Alling Mfg. Co.

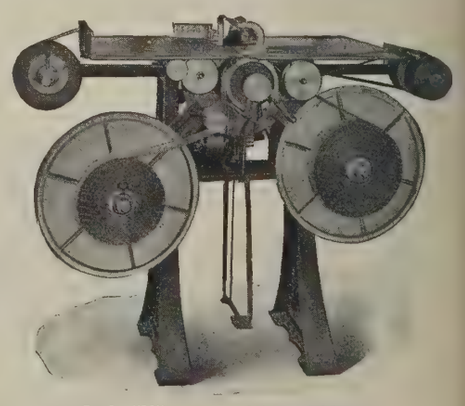
Addressing, Listing and Mailing Machines

220-230 W. 19th Street, New York City



Style "C" Reliefograph

Operated by hand lever, not motor driven—capacity 50 embossed plates per hour. Absolutely noiseless. This machine may be equipped with large type for newsdealers' lists.



Style "H"—motor driven Addresser

Equipped with motor and counter. Prints addresses for mailer strip on paper in rolls, office proof for reference, newspapers and publications, directly on margin, cut wrappers, envelopes, bills, statements or anything to be addressed. Capacity 10,000 addresses on mailer strip or proof per hour; 3,000 addresses on anything hand fed per hour.

The Truth In Memphis

Editorial from Memphis Press-Scimitar of April 12, 1927

Two Audits Will Refute Commercial-Appeal Lie

Expert Accountants Called in to Verify Press-Scimitar Circulation Statement Viciously Attacked by Competitors—Their Findings Will Write the Verdict on Who Should Pay the Penalty—Suit for Damages to Follow.

THE Memphis Press-Scimitar said yesterday that it did not propose to let go unchallenged the charge made Sunday by its competitor, the Memphis Commercial-Appeal.

That the public may clearly understand the issue raised by the Commercial-Appeal, we desire today first to state the case in detail, and then to state what we intend to do about it.

Under an act of Congress of August 24, 1912, daily newspapers are required to publish semi-annually—in April and October of each year—statements of their circulation.

In compliance with that act, the Press-Scimitar on April 1 last, published as its daily average paid circulation for the four and one-half months preceding, the figures—93,562.

That publication was sworn to by J. A. Keefe, business manager of the Press-Scimitar, as per requirement of the Federal law (A charge of false statement in such a matter therefore enters the realm of perjury).

The four and one-half month period covered by the statement constituted the time elapsing since the consolidation of the Memphis Press and the Memphis News-Scimitar.

In connection with its legal publication, the Press-Scimitar took no little pride in informing its public that the statement showed it to be the largest of any afternoon paper in the south.

On Sunday, April 10, the Commercial-Appeal published the following under the heading—"A Plain Falsehood!"

"The recent press runs and circulation records show that the Press-Scimitar has far less than 93,562 paid subscribers. Probably not more than 73,000. A mere difference of more than 20,000 between fiction and fact—between falsehood and truth. So palpably untrue have been the recent circulation claims of the Press-Scimitar, that the Commercial-Appeal and Memphis Evening-Appeal have been inclined to ignore them, believing they would fall of their own weight of manifest untruth. But falsehood oft repeated and long unchallenged may mislead advertisers into contracts and subscribers into commitments.

"An untruthful paper should be boycotted by subscribers and advertisers.

"There is no more justification for lying about circulation than for a merchant to lie about the quality of his merchandise."

Now—it will be readily seen that an issue of fact has been clearly raised.

Either the Press-Scimitar lied or it didn't.

If it did, it should be branded as the greatest newspaper cheat in the history of the publishing business, should be thoroughly discredited by the public, should be entitled to no further confidence from its readers and no further support from its advertisers.

If it did not—then the Commercial-Appeal, having put forth such a charge, should be made to pay in proportion to the enormity of the charge.

A somewhat shorter but decidedly more forceful word than falsehood is the Press-Scimitar's answer to the Commercial-Appeal.

The Commercial-Appeal lied.

It lied viciously.

And, as you will see from further developments, it lied stupidly.

Its lie will find it out.

Frankly, the Press-Scimitar is puzzled as to the reason for the Commercial-Appeal's action.

Just why a newspaper of excellent past reputation should suddenly do what the Commercial-Appeal did is amazing to the Publishers of the Press-Scimitar.

But, however that may be, the Commercial-Appeal's action has been taken and here is what the Press-Scimitar is going to do about it:

First: A complete audit of the figure in question has been called for from the central office at Chicago of the Audit Bureau of Circulations.

The Audit Bureau of Circulations, of which the Commercial-Appeal, by the way, as well as the Press-Scimitar, is a member, is the official circulation auditing institution to which nearly every reputable newspaper in the United States belongs.

In addition, that the public may be doubly convinced, an audit has been ordered from one of the nation's most noted firms of certified public accountants, Haskins & Sells.

And as a still further reinforcement of this procedure, the Press-Scimitar has arranged for results of these audits to be referred to a committee of highly representative Memphis' citizens.

Upon completion of these audits, the findings will be published. Following those publications, the audits will be utilized as the basis for a civil suit in damages by the Press-Scimitar against the Commercial-Appeal.

In conclusion, the Press-Scimitar desires to restate two sentences from that remarkable document published by the Commercial-Appeal. Those two sentences are:

"There is no more justification for lying about circulation than for a merchant to lie about the quality of his merchandise."

"An untruthful paper should be boycotted by subscribers and advertisers."

Those two statements constitute a challenge that the Press-Scimitar is glad to accept. With them it can agree.

And upon the final verdict of who did the lying, the Press-Scimitar will rest with the public the decision as to who should be boycotted.

Memphis Press-Scimitar

A Scripps-Howard Newspaper

Member of the A. B. C. Member of the United Press

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Chicago Detroit San Francisco Los Angeles Seattle

VACUUM OIL DOUBLES NEWSPAPER SPACE

(*Continued from page 3*)

tion will serve as a basis of comparison.

"This pile of news print over eight miles in height would reach into the heavens twice the altitude of Mt. McKinley, the highest mountain peak in the North American continent, higher even than any airplane has ever flown.

"The area of these Mobiloil newspaper advertisements represents over 200,000,000 square feet of paper, in excess of seven square miles or almost 4,500 acres which would make quite a good sized farm.

"If placed end to end the copies of the newspapers which are to be used would cover a distance of over 400,000,000 feet, more than 76,000 miles.

"This tremendous length of printed matter would encircle the earth three times.

"It would reach more than one-third of the distance to the moon.

"Football crowds, baseball world series crowds, the largest congregations of people ever assembled in this country, dwindle into insignificance when compared with the hosts of weekly readers of Mobiloil newspaper advertising.

"The total number who will buy the papers in the 29 weeks of the campaign defies the powers of our imagination."

Contracts are closed and newspapers on the list are:

MAINE: Bangor News; Portland Express; Portland Press-Herald; Lewiston Journal; Lewiston Sun.

VERMONT: Burlington Free Press; Rutland Herald.

NEW HAMPSHIRE: Manchester Union; Manchester Leader.

MASSACHUSETTS: Boston Globe (*morning*); Boston Globe (*evening*); Boston Post; New Bedford Mercury; New Bedford Standard; Springfield Union & Republican; Worcester Telegram; Worcester Gazette; Pittsfield Berkshire Eagle.

RHODE ISLAND: Providence Bulletin.

CONNECTICUT: Hartford Times; New Haven Register; Bridgeport Post; Bridgeport Telegram; Waterbury Republican; Waterbury American.

NEW YORK: New York Morning World, New York Times, New York Herald Tribune; Albany Knickerbocker Press; Albany News; Buffalo News; Binghamton Press & Leader; Elmira Advertiser; Elmira Star Gazette; Rochester Times & Union; Syracuse Post-Standard; Utica Observer-Dispatch; Schenectady Gazette.

PENNSYLVANIA: Philadelphia Bulletin; Pittsburgh Press; Erie Times; Harrisburg News; Harrisburg Patriot; Johnstown Tribune; Scranton Times; Wilkes-Barre Record; Altoona Mirror; Allentown Call; Uniontown Herald; Uniontown Genius.

ILLINOIS: Chicago Herald-Examiner; Chicago Tribune; Peoria Star; Springfield State Register; Quincy Herald Whig; Decatur Review; Rockford Register Gazette.

INDIANA: Ft. Wayne News & Sentinel; Evansville Courier; Indianapolis Star; Terre Haute Star; South Bend Tribune; Muncie Star.

WISCONSIN: Milwaukee Journal; La Crosse Tribune Leader Press; Madison State Journal; Oshkosh Northwestern; Green Bay Press Gazette; Superior Telegram.

MICHIGAN: Detroit News; Grand Rapids Press; Flint Journal; Lansing State Journal; Saginaw News Courier.

MINNESOTA: Minneapolis Journal; St. Paul Pioneer Press St. Paul Dispatch; Duluth Herald.

IOWA: Des Moines Register; Des Moines Tribune-Capital; Sioux City Tribune; Davenport Times; Cedar Rapids Gazette; Dubuque Telegraph Herald; Council Bluffs Nonpareil.

SOUTH DAKOTA: Aberdeen American; Aberdeen News; Sioux Falls Argus Leader.

NORTH DAKOTA: Grand Forks Herald (*morning*); Grand Forks Herald (*evening*) Fargo Forum (*morning*); Fargo Forum (*evening*).

MISSOURI: Kansas City Star; Kansas City Times; St. Louis Globe Democrat; Springfield Leader; St. Joseph News Press; Joplin Globe; Joplin News Herald.

OKLAHOMA: Oklahoma City Oklahoman; Oklahoma City Times; Tulsa World; Muskogee Phoenix; Muskogee Times Democrat.

KANSAS: Wichita Eagle; Topeka Capital.

TEXAS: Dallas News; Fort Worth Star Telegram; Fort Worth Record Telegram Houston Chronicle; Houston Post Dispatch; Beaumont Enterprise; Beaumont Journal; San Antonio Express; Waco News Tribune; Amarillo Globe; Amarillo News.

DELAWARE: Wilmington Journal.

TO CELEBRATE 200th YEAR

Annapolis (Md.) Maryland Gazette Will Span Two Centuries August 4

The *Annapolis* (Md.) *Maryland Gazette* is planning to celebrate the 200th anniversary of its birth.

The weekly publication, which has its chief circulation in Anne Arundel county, of which Annapolis is the county seat as well as the state capital of Maryland, was founded in 1727 by William Parks.

Its editors claim that it is the oldest of all the newspapers of the United States which are still published. Other newspapers were started earlier, but they have suspended publication and been forgotten long ago.

Part of the celebration of the anniversary, which will occur on Aug. 4 of this year, will be the publication in magazine form, of a special edition entitled "Two Hundred Years with the Maryland Gazette." Files of the early issues of the paper in various libraries are being examined for data. A file, practically complete and running to within one year of the original issue is in the possession of the Maryland Historical Society.

HENRY ALLEN DEFENDS FLOATING UNIVERSITY

Urgent Business Caused Him to Leave Student Ship, Not Pranks of Students, He Declares, in New York

Henry J. Allen, former governor of Kansas, and publisher of *Wichita* (Kan.) *Beacon*, in an interview with EDITOR & PUBLISHER in New York this week defended the "floating university" as "a most practical way to study journalism." Mr. Allen was dean of journalism on the round-the-world student cruise of the S. S. Ryndam, which he left at Hamburg, because of urgent business calling him back to Wichita. He denied he had left the ship because of the conduct of some of the student body.



HENRY J. ALLEN

"There were 60 students on board studying journalism," Mr. Allen declared. "If it were possible, I think the best training all our American editors could ever receive is a similar trip around the world while they are young. We Americans are so prone to provincialism.

"There is probably no other country in the world like the United States where the young people need to have world affairs dramatized for them to gain their interest."

Shipboard made an ideal journalism class room, according to Mr. Allen. He said a daily paper was published except when the students were "too busy or too tired" to get it out.

"There were gorgeous assignments to be given out," Mr. Allen said. "The first port we touched, for instance, was Panama. I assigned one of the students to interview the President of Panama. Several others were assigned to see if they could find any mosquitos near the canal."

While admitting that the co-educational idea did not work out with entire success upon the high seas, Mr. Allen said that he doubted if any college in the United States with 450 students could show a higher standard of conduct.

"All that happened," he said, "was that when we were in Japan twelve of the boy students made a spectacle of themselves in the Imperial Hotel by drinking too much saki. We sailed with 400 boys and 50 young women. All told, were sent back from Japan and from other ports. I think that the s which have been sent out were very colored."

Mr. Allen ridiculed the idea that had been any excessive amoun romance, and said he did not kno any engagements as a result of the The reason coeducational cruises not advisable, he said, was becau misunderstandings due to the fact foreign nations were not accustom liberal American ideas.

He said that as far as he was cerned the trip around the world demonstrated clearly to him that the of a traveling university was sound

"The American youth derives benefit from learning that the wo round," Mr. Allen said, "and h tablishes contacts and friendships in lands which develop an interna viewpoint. Finally, he applies hims work much better on shipboard, be there is no chance to cut classes, a cannot visit college inns."

DAILY OPENS NEW PLAN

Thousands Inspect Salt Lake Deseret News Building April

More than 10,000 people visite new plant of the *Salt Lake City D News* on Richards street which formally opened April 5. All em who could be spared for the pu served as guides, with General Ma B. F. Grant, Assistant General Ma James M. Kirkham and Managing Harold Goff in charge.

Every person entering the plant d the day was presented with a souve the shape of a piece of dry mat and a folder describing the new buildin containing a few words about the g of the paper and its organization. was furnished by an orchestra. ernor Dern attended the ceremonie

The Greenville New
BE SOLD ON SUNDAY ONLY IN
Now Set In
TRADE LINOTYPE MARK
Ionic No.

THE BUFFALO SUNDAY TIMES
TONESE MENACING SHAN
aine Supports Smith in Cas
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

This Publisher Compared

The impression seems to prevail in the minds of some publishers that because Certified Dry Mats are used exclusively by such papers as

The Buffalo Times, Cleveland Plain Dealer, Detroit Times, Los Angeles Examiner, San Francisco Examiner, New York Times, New York World, etc.,

only the larger papers use our product.

At the Johnstown Democrat they have used other makes of mats and have made extensive trials of every mat offered them.

As a result of their COMPARISONS they adopted Certifieds exclusively. They pride themselves upon producing one of the best printed papers published in America. In this opinion they are corroborated by many publishers.

Over 300 other publishers having dailies of 3,000 and up circulation use Certified Dry Mats exclusively. We invite your comparison, too.

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue New York, N. Y.
for wet mat printing with DRY MAT facility—use Certifieds.
MADE IN U. S. A.

Our Policy
One Size all mats 20"x24"
One Quality only the best we can make
One Price 15¢ on standing order

More than 195,000 Daily

Los Angeles Examiner

More than 425,000 Sunday

Daily APRIL 16, 1927 10¢ Sunday

ECENT SURVEY SHOWS L. A. 3rd GREATEST RADIO MART

KAMINER REACHES GREATEST BOND-BUYING GROUP IN CITY

XAMINER LEADS IN MAKING SALES

he Los Angeles Examiner, carrying a
-advertising responsibility in the
fic Southwest virtually as great as
of all other Los Angeles papers com-
d, has lifted Los Angeles to third
in radio ownership in America,
gh the city is fifth in population!

**here is probably no other news-
r in the country—at least, as far
ve have been able to discover—
has shouldered a sales burden like
independently of other local media
so effectively. To have carried
bulk of radio advertising in a ter-
y and to have maintained that ter-
y in the logical position its popu-
n and buying power would entitle
, would be quite a job in itself, as
space-buyer would admit. But to
ally lift the market by its boot-
s from a fifth place in population
third place in buying, stamps the
paper that did half the job as one
extraordinary resultfulness. Plus
it definitely points to that news-
r's customers and readers as spend-
of considerable means.**

l of which are interesting highlights,
g many others, of a survey of the
situation in Los Angeles, just com-
d by The Examiner's Merchandising
ice Department.

100% check of radio outlets in Los
eles, both wholesale and retail,
ght out facts and figures that every
manufacturer ought to have in his
and which are available to those
request the survey on their letter-
s.

e report shows 34 radio set manu-
rers in the Los Angeles market, and
a list of the leading wholesale and
outlets, the retail price ranges,
of outlets and extent of radio busi-
of each (117 out of 251 outlets carry
lete lines of sets, accessories and
ers' parts), distribution of makes
gh wholesale outlets, type of fran-
granted, and other informative
is.

e of the factors that helps maintain
en curve on the radio sales chart in
Angeles is seen in the list of Los
les broadcasting stations. There are
them, providing, at all times, even
idsummer a variety of radio enter-
ent that obviates the necessity of
fans "fishing" for distance when it
t be difficult to get it.

SCHOOLS COMPLETED IN YEAR AND HALF

o hundred and twenty-three school
ngs completed since July 1, 1925;
hers under construction at present
plans prepared for 20 more—these
s, according to W. E. Record, busi-
manager of the Board of Education,
te that Los Angeles is keeping her
l facilities adequate for her increas-
opulation.

e 223 buildings completed since July
25, represent an expenditure of $13,-
20, according to the report given out
day by Mr. Record. Nearly $8,-
00 will be spent on those now build-
nd those to be built.

Broadway of the West!



EXAMINER LEADS IN FARM SALES

More farm lands in Southern California are sold through the Los Angeles Examiner than through any other newspaper in the territory, judging from the preference for this paper that is shown by farm land advertisers.

From January 1, 1927, to March 1, 1927, the figures show that The Examiner carried 70,196 lines of this kind of copy, as against the next nearest paper's 47,726 lines.

The high value of farm lands in this richest agricultural community in America makes this record especially significant. It is an indication, too of the way The Examiner is reaching newcomers to this market . . . those without buying prejudice, who arrive with sufficient funds to be largely self-sustaining.

$12,000,000 IN 300 NEW PLANT PAYROLLS

More than 300 new manufacturing establishments, employing nearly 6,000 people, with an annual payroll of $12,000,000 came into the metropolitan area of Los Angeles, said an announcement a few days ago of the Industrial Department of the Los Angeles Chamber of Commerce.

The completion of the Sears-Roebuck distribution plant and retail store will see 6,000 more people employed, on a payroll reaching $10,000,000 a year. An additional 2,000 will go to work, for the Ford Company at its new manufacturing and assembly plant to be built on a 40-acre site already acquired at the Harbor. The investment will total $3,000,000.

L. A. WEALTH CALLS FOR MASS APPEAL

With 60% of its population influx either wholly or partially self-sustaining, resulting in a constantly increasing per capita wealth as population mounts, Los Angeles today offers one of the world's greatest security markets, according to figures recently released by one of the city's most conservative statistical agencies.

So widespread among the masses is the almost unbelievable per capita wealth and family income of the greatest city West of Chicago, that contrary to most other communities, security advertising in Los Angeles has become a matter of reaching the most people. Indicative of that trend were the 1926 figures that showed The Los Angeles Examiner with a greater Financial Advertising gain for the year than ALL the other Los Angeles papers combined!

There is enough liquid wealth—money in saving banks—in Los Angeles, to supply every man, woman and child with a thousand dollars! The taxable wealth of the county is second only to that of New York County, and exceeds, by a comfortable margin, that of Cook County, Illinois, of which Chicago is the county seat!

A significant wealth-factor in connection with the ability of Los Angeles to buy sound stock and bond issues are recent reports on nation-wide bank-clearings, in which this city is shown to be registering greater gains week after week than any other in the Nation.

Advertise, therefore, your financial offerings in Los Angeles. You can reach the greatest buying power and investing-group of any medium West of Chicago through the morning and Sunday Examiner, for which its readers pay a higher price than for any other paper in the city.

CITY SAVINGS OF L. A. ARE DOUBLE NATION'S

Saving Bank deposits for the City of Los Angeles are more than twice as great per capita as the average for the United States.

The figures are: United States, $211; Los Angeles $442.

The national figure is from a report made by the savings division of the American Bankers' Association. The Los Angeles figure is from the total of savings deposits, namely $552,829,648 of the Los Angeles banks, as furnished in a clearing house report, divided by a million and a quarter population.

In the past six years the wealth in Los Angeles has increased more than two times. This is a rate sharply in advance of the rate of population growth.

The Los Angeles Examiner has the largest home-delivered circulation of any paper in its territory.

PROXY COMMITTEE ANSWERS NOYES' LETTER

(*Continued from page 7*)

any sense of the word. It was initiated before Mr. Hearst became the factor he is today in the publishing field.

"Mr. Noyes himself knows, for he was present, that at the reorganization meeting of the Associated Press in University Hall in New York in 1900 I opposed as I am opposing today the three grades of membership, namely, (a) those with bonds and the right of protest; (b) those without bonds and the right of protest; and (c) those with neither bonds nor the right of protest and to whom is given only the privilege of receiving and paying for the report. Mr. Noyes himself will recall that among those who supported me was the late W. R. Nelson of the *Kansas City Star*, always a stalwart supporter of the A. P.

"Instead of a Hearst movement, as Mr. Noyes deceptively tells you, this is a movement to eliminate classes from the A. P., to make it mutual and democratic, to give every member the *right*, whether or not he chooses to exercise it, to a voice in the election of those who manage its affairs, to prohibit discrimination in privileges—all which would tend to increase interest in and loyalty to the organization.

"Mr. Noyes charges that Mr. Hearst has fought the A. P. in the past. Granted he has. If now he has seen the light, why should his offer to surrender his own large bond holding rights—for Mr. Hearst casts 445 bond votes, by far the largest of any member—to aid in democratizing the Associated Press be refused by those who are trying to bring this about for the best interests of themselves and the Associated Press?

"Mr. Noyes' uncalled for eleventh hour letter is an effort to check the spread of the movement to dispossess the A. P. of its feudal character. It is an improper use of his office for him to attempt to dictate to the membership how they shall give their proxies, most improper to attempt to have those who have already given us proxies revoke them.

"It offers nothing tangible in return. It merely makes a promise to lay before the annual meeting the bond question INCLUDING THE VERY SERIOUS LEGAL QUESTIONS INVOLVED. The words I capitalize are significant. They mean that Mr. Noyes and his Board will be found resolutely opposing mutualization, fighting for retention of class control of the present oligarchy on the ground that the law stands in the way of retirement of the bonds.

"We have pointed out how this objection may be legally overcome—by giving to the entire membership each forty additional votes.

"It will be noted that Mr. Noyes makes no promise at all in respect of protest rights. That is no less vital than the bond question to put every member on an equal footing provided he has held his membership for five years. Without the right of protest a member is at the mercy of anyone who may care to enter his field. With it he is armed with a strong weapon with which to protect himself.

"Why should the A. P. make flesh of one and fowl of the other? Why should the favored few enjoy protest rights and the mass be denied them?

"I renew my appeal to you to send your proxy to our committee, if you feel that the A. P. should be mutualized. If you have done so, I hope Mr. Noyes' insidious and unjust letter will not influence you to revoke it.

"Those who are making this fight for democracy have the interests of the Associated Press as deeply at heart as Mr. Noyes. Every member who entrusts his proxy to our committee may do so in confidence that it will be used for his betterment, not his injury."

In a statement to EDITOR & PUBLISHER, Mr. Vandenberg said:

"My letter to Mr. Noyes emphatically denied that my interest in this movement bears any relationship to Mr. Hearst as Mr. Noyes's letter sought to infer. My letter declares on the contrary that my interest grows out of a long-standing belief in the wisdom of certain changes to democratize A. P. elections and also to provide greater membership protection for all. Beyond that statement I do not care to release my letter for publication at present time. No useful purpose could be served in furthering a spirit of controversy when there is every reason to hope for a meeting of minds on the whole subject matter.

"This is particularly true since Mr. Neylan's letter amply covers the merits of the controversy from the viewpoint I support. It would be a tragic mistake in my judgment for both pending problems not to be considered on their merits devoid of all prejudice. I believe the master key to emphasize A. P. loyalties is to put the reality of greater A. P. power in the hands of the whole membership and also to put the maximum protection around all A. P. memberships. My sole incentive is the progressive welfare of this greatest of all the world's journalistic institutions.

"I know that Mr. Neylan and Col. Ewing have no other incentive. Certainly this same sort of purpose always has inspired President Noyes in his long and splendid service, and likewise his associates. Such common objectives should be able to find common ground. I am interested in no attempt to dictate preconceived reforms. I stand solely for an order from the membership creating a representative committee from the membership to canvass the entire A. P. for its views on both moot matters and report their findings in the form of deliberate recommendations at the subsequent convention.

"It is time this long-standing problem were met instead of dodged. Surely it is not treason for us to propose that the membership shall become thus articulate. Surely those who have a common fidelity to the great A. P. can agree on such a thesis, if we all respect each other's motives."

ENWRIGHT BEGINS SENTENCE

Boston and Lynn Publisher Sent to Jail For Criminal Libel

Frederick W. Enwright, publisher of the *Lynn* (Mass.) *Telegram-News* and former publisher of the now bankrupt *Boston Telegram*, later the Telegraph, Monday began his eight months' sentence in Charles street jail, Boston, imposed Feb. 7 for criminally libeling former Mayor James M. Curley of Boston. He also paid a $500 fine.

Earlier in the day before going to jail, Enwright, accompanied by Eugene B. Fraser, of the governor's council, called on Governor Alvan T. Fuller and petitioned for clemency. The governor, after hearing Enwright, referred the matter to the state board of parole for investigation and report.

Last week Mrs. Enwright and daughter Eleanore appealed to Governor Fuller.

TODD ESTATE $250,000

The will of Fred S. Todd, former general manager of the *Rochester Democrat & Chronicle*, presented for probate April 12, provided for the disposal of an estate approximating $250,000.

The Houston Press
PROTECT U S REFII
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

COAST PRUNE GROWERS PLANNING CAMPAIGN

$150,000 Fund to Be Handled by State Agency—Growers, Shippers and Commission Men Co-operating

Another co-operative newspaper advertising campaign is to come out of the Pacific Northwest. The Blue Mountain Prune growers of Washington, Oregon and Idaho are planning the expenditure of approximately $150,000 in advertising in the chief marketing centers of the eastern states and the Middle West. Their problem is the speedy movement into consumption of approximately 4,000 cars (6,000,000 boxes) of fresh prunes that come to ripeness quite early in the season. The Strang and Prosser Advertising Agency of Seattle has just been selected to handle the campaign.

This is the third important co-operative campaign to originate in the Pacific Northwest district in the last year, the others being for canned salmon and for lumber.

The Prune Growers' organization brings in the interesting combination of growers, shippers (commission men) and the railroads to accomplish the betterment of the industry. The railroads are taking an active part in promoting the organization through the American Railway Association, the Pacific Northwest regional director of which is H. J. Arnett.

The advertising fund is made up of a 2 cent per box contribution from the growers, plus 1 cent from the shippers, while the shippers contribute still more by reducing the actual handling charges by 2 cents per box, half of which goes for the advertising and other half as a direct saving to the growers. Other concessions are likely to be made to the growers that may entirely offset their advertising expenditures, it was stated.

COMPOSING ROOM CHIEFS UNITE

A call has been issued for the first annual conference of Daily Newspaper Composing Room Executives of Iowa to be held at Waterloo, Ia., June 13-14. To date representatives of 24 newspapers have signified their intention of being present. The organizer of the conference is Leon A. Link of the *Waterloo* (Ia.) *Courier*. Eight manufacturers of composing room machinery and supplies will have exhibits at the conference.

TO ENTER DAILY FIELD

Thomas H. Kendall, publisher of the *Redding* (Cal.) *Independent*, has announced that he will change from a weekly to a daily with the issue of May 1.

GRIDIRON ELECTS GABLEMAN

Washington Correspondent of Cincinnati Enquirer Succeeds Perry S. Heath

After a lapse of nearly 25 years a Cincinnati newspaper is represented again in the membership of the Gridiron Club of Washington newspaper correspondents. Edward W. Gableman, Washington correspondent of the *Cincinnati Enquirer*, was elected to active membership succeeding the late Perry S. Heath, veteran Ohio newspaperman and Assistant Postmaster General of the United States.

Soon after Mr. Gableman's election he was presented as the baby member of the Club to the only surviving charter member of the organization, Col. O. P. Stealey, who for many years was Washington correspondent of the *Louisville Courier-Journal*. Mr. Gableman has represented the Enquirer in Washington for eight years having seen service previously in its state bureau in Columbus and then its local staff in Cincinnati.

Gableman's predecessor in the Gridiron Club from Cincinnati was the late Sylvanus E. Johnson for many years a correspondent and editorial writer for the Enquirer in Washington.

SECOND DISTRICT TO MEET

Tentative Program Prepared for Schenectady Convention, June 22-24

The second district, International Advertising Association, will hold its annual convention in Schenectady, N. Y., June 22-24, inclusive. Among the speakers will be A. F. Arnold, director of development National Broadcasting Company; Philip L. Thomson, president of the Audit Bureau of Circulations; K. S. McHugh, general commercial manager of the New York Telephone Company, and C. K. Woodbridge, president, International Advertising Association. The general chairman in charge of the Schenectady meet is Edwin G. Conde, club member and postmaster of Schenectady.

THE CHICAGO DAILY NEWS
LL'S CANDIDATE LOSES TO
REN SLAIN; POLICE HUNT FATI
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

An Advertisement directed to

Some Newspaper Publisher Who Has Earned a Rest

The effort of building your property has taken years of day and night work . . . and you now want to carry a lighter load . . . shifting many of the cares and tasks to a younger man who has the ability and is fitted by experience for such a position.

Through successive positions as advertising salesman, advertising manager, national advertising manager, business manager and general manager of newspapers, I have built such a background. The training has been varied, embracing metropolitan newspapers, medium sized dailies and one still smaller. Each position has been a step forward that added worthwhile experiences.

The cycle is complete . . . I am ready to put this knowledge . . . plus the initiative that has carried me through each of these positions . . . to work for some publisher.

I am thirty-four, married, a college graduate and expecting only what such services would be worth to your paper.

Box C-503, care EDITOR & PUBLISHER

The Second $100,000 Day In Birmingham

LAST year the Pizitz Department Store attempted a one-day, store-wide sale, setting its goal at $100,000. Although this high mark was accomplished by a narrow margin, the sale was a success. Many merchants in other Southern cities, however, branded it as a merchandising freak — a record that would not bear repeating.

On Sunday, March 13th, The News carried a ten-page section (20 pages in tabloid) in an attempt to duplicate the Pizitz' now famous $100,000 Day. On Monday the Pizitz store was crowded to capacity from seven-thirty in the morning throughout the day, with heavy buying until nine that night when the doors were closed. The total receipts from this one-day sale were $128,000—28% over the goal.

In the Birmingham trading territory, where this very remarkable merchandising triumph was made possible, your sales problems may be accomplished with comparable success through consistent advertising in The News. With its *Net Paid* circulation of more than 100,000 Sunday and 82,000 Daily, you are assured complete coverage at one cost—the *lowest* cost per unit of results.



Covered by

Net Paid Circulation Now Greater Than 100,000 Sunday

The Birmingham News

Net Paid Circulation Now Greater Than 82,000 Daily

The South's Greatest Newspaper

NATIONAL REPRESENTATIVES: KELLY-SMITH CO., New York, Chicago, Boston, Philadelphia. J. C. HARRIS, JR., Atlanta

ANNOU

As the result of a long period of scientific r
tion is enabled to announce the completion
construction of the newspaper printing press
to be epoch making. These discoveries h
which are now ready for the market.

1. A new and ultra-modern newspaper printing and folding unit of extraordinary producing capacity. This is in a wholly new class in speed of production, in certainty of operation, in unbreakableness, in freedom from the excessive wear and tear now incident to the production of heavy editions, and in ease and economy of operation. Furthermore, it is an all-steel machine. It will be found to excel not in a few points only but in all of the attributes which make for high speed, fine printing, accurate folding, and the owner's unalloyed satisfaction.

A single illustration will serve to show the thoroughness with which in this machine we have dealt with the practical problems of the pressroom, its anti-friaring indestructible cylinder bearings. These cylinder bearings prevent friaring at all speeds, and need never be taken up or replaced.

2. An automatic
device. This aut
roll to an expirin
or stopping the p
full running time
time. It not onl
proves printing th
uniform speed of
waste of printed p
every paper chang
3. A two-page in
ables the publishe
his pages by twos
as well as small
enables a sextuple
38, 42, 46, 50 a
octuple press to p
58, 62, 66 and 68
their usual produc

'EMENT

the Wood Newspaper Machinery Corpora-
mber of fundamental improvements in the
auxiliaries, which improvements it believes
en incorporated in the following devices,

per replenishing
stes a full paper
it slowing down
us converts the
e into producing
output and im-
aintenance of a
ut it saves the
ow results from

nism which en-
the number of
ours, upon large
is for example
duce 26, 30, 34,
papers, and an
, 42, 46, 50, 54,
in addition to

4. The Bee-Line Press has now been equipped with the two-page inserting device mentioned above. This enables the publisher using it to increase his pages by twos upon a press which possesses the very great advantage of using semi-cylindrical stereotype plates. The semi-cylindrical printing plate is used by all metropolitan newspapers because it is the best printer known, and can be cast, finished and cooled automatically and at high speed. Such plates are made by Autoplate machines and require no hand tooling of any description.

Publishers are cordially invited to see these devices in operation at our plant in Plainfield, New Jersey.

OSCAR C. ROESEN,
Manager of Sales,
WOOD NEWSPAPER MACHINERY CORPORATION,
501 Fifth Avenue, New York City

EDITORIAL



As every man hath received the gift, even so minister the same one to another, as good stewards of the manifold grace of God.—1. Peter, IV; 10.

AN ADDED ELEMENT

EVERY reader of Editor & Publisher must have found solid benefit from S. P. Weston's answers to the question, "What is the formula for newspaper success?" appearing in these columns last week. There is no keener expert in the field and his study was based on the practical experience of a score of successful newspapers selected from 30 major fields. It is valuable to know that the proportions of reading matter and advertising in those newspapers are 42 per cent to 58 per cent and that the average ratios in columns are: Local news, 37.22; wire news, 14.09; editorial, 2.97; features, 22.82, and business and financial, 13.99. Mr. Weston found the following column proportions in advertising prevailing: Local, 106.32; national, 20.84, and financial, 5.74.

We believe it is an absolute rule that advertising follows the flag of editorial interest. The companion rule is that the public takes a newspaper at the estimate that its management sets up.

There is an element in successful newspaper making that should be added to the formula. It is nothing that can be charted, nor brought out in statistics. It is an invisible factor and difficult to define. It has been called the "soul" of the newspaper by some idealists. Perhaps that is as good a definition as another. But it flows from the mind and heart of a man, or a group of men, and is a physical manifestation of their spirit, taking form on the printed page Real success without it is impossible. Call it soul or genius or horse-sense, it must be there!

As the warm spring air awakens slumbering nature, let the sunshine of hope and courage into your life for a season of greater service to your fellows and personal happiness.

WHAT MOTHERS THINK

RECENTLY the present writer had the privilege of addressing a New York woman's club —mothers and home-makers of the type that sustains the best elements of modern life. Their names on any newspaper's subscription lists would be worth $100 each and cheap at the price. The talk was about censorship of the stage and press, followed by a question period.

These women seemed to be willing to accept the proposition that censorship is a dangerous expedient, is un-American and to be avoided. In regard to the press they did not appear to believe that the important truths of life, however ugly, should be withheld from the reading public. They accepted as a fact the axiom that ignorance is the great unpreparedness. They wanted to know the truth and impart it to their children. They did not want to bring up innocent lambs to be easy prey for the wolves.

But, with flashing eyes, they did protest against newspapers that viciously exploit crime and vice. They looked with grave suspicion on newspapers which treat criminals and libertines in "familiar terms," such as calling them by their given names or by nick-names. They revolted at news treatment which countenances depravity, such as light stories about "love nests" and easy reference to the girl who walked home. What they appeared to object to was flippant, intimate glossing of low and ugly life.

If we are able to judge, these women are fairly typical of the sentiment of the motherhood of America. If so, it is an outraged, indignant sentiment. It cannot be trifled with. News fakers and sensation exploiters are not, we can assure them, getting their frauds and snares by these women. They are "on."

The incident went far to convince us that the American woman does not ask unreasonable suppression of news. What she does ask is that news be treated for the good the telling can do, not the harm. Incidentally, space buyers who judge a newspaper by all standards save the place it holds in the esteem of American motherhood, might have received from our afternoon's experience a new slant on values.

American life insurance companies are writing more than 16 billion dollars of new business this year, largely by antiquated sales methods. When the full power of advertising is used by insurance the volume will increase and the sales cost decrease.

STOOD HIS GROUND

THIS is the story, in brief, of a newspaper publisher who not only preaches the gospel of community interest but practices self-sacrificing loyalty to his neighbors and makes his newspaper do the work that good newspapers are intended to do. Editor & Publisher, in behalf of American journalism, is proud to salute W. A. Rupp, publisher of the *Aberdeen* (Wash.) *World,* a man of courage and honor.

Aberdeen is the center of a community of some 60,000 citizens, one-third of whom are industrial workers, largely engaged in lumbering. It is a typical western center, usually prosperous, happy, thriving. Mr. Rupp is the editor and publisher of the single daily and because of his independent and progressive policies is held in high esteem. His paper is a success.

Recently a local bank, the third largest financial institution in the state, was learned to be in a bad condition. Rumors that the bank was shaky rapidly spread among the people. Mr. Rupp, who had $40,000 on deposit in the bank, the cash being a fund he had saved to build a new office for the World, went to work to help save the bank. When others were withdrawing deposits Mr. Rupp announced that, win or lose, he would not "run out on his community." When, on Saturday, the state examiners found that the bank could not open its doors on Monday the editor stood pat, working all day on Sunday preparing a special edition which was distributed to every door-step in Aberdeen and surrounding towns, simply detailing the facts concerning the failed bank and in a strong personal editorial assuring the depositors of the other smaller local banks that their condition was entirely safe and that runs upon them would only create a disaster. The story also contained the fact that a truck with money, in sufficient amount to satisfy the depositors of all the smaller banks, was on its way from Seattle.

Consequently there was no run on the smaller banks, but each showed an increase in deposits on Monday. There was no panic or trouble at the defunct bank, as had been feared. The city took Mr. Rupp's word and remained calm. On Tuesday Mr. Rupp announced he had borrowed money and proposed to go ahead with his building plans on schedule.

A newspaper man of the Northwest, writing these details to Editor & Publisher this week said: "I think journalism should know of the loyalty and pluck of this man. Our state bank examiner, after going into the failure, said to me, 'Mr. Rupp is certainly a game man,' and Governor Hartley, who dislikes Mr. Rupp, having dismissed him as a regent of the University of Washington, at a private dinner said to friends, 'While I am not for Mr. Rupp politically, or he for me, I'll take my hat off to him for what he has done at Aberdeen.' The community understands and appreciates the action of an editor who, with inside information, declined to save his money at the possible expense of the little depositors, loggers, longshoremen and the workers of Gray's Harbor."

Newspapers that are built on the solid foundation of personal character, such as that revealed by this incident, live to forget such temporary embarrassments. Editor & Publisher predicts that the Aberdeen World will flourish in its community when the wreckers of the local bank have vanished in the mists of time.

The easy, compromising, yielding way is the long, hard way in the publication field.

READING NOTICES

"WE find that we get more results from publicity in the news columns than we do from paid space," said the representative of a large industry to this writer recently. He added "That is the reason we are so hot to get it. We would gladly pay the rate if we could buy the editorial space from the newspapers themselves. It seems queer that newspaper men take a lofty, ethical view about selling their editorial space, but are perfectly willing to sell their columns to some outside publicity man to boost. How do you explain that?"

It is a perfect paradox and cannot be explained. Editorial space that is sold by a press agent is an imposition upon newspaper readers who look to the editorial columns for disinterested, unpurchasable news and opinion. The editor who permits misuse of his columns by press agents, while maintaining a high attitude in regard to what his reporters and editors shall publish, is blind on one side.

If reading notices draw better for some industries than does display space, why do not newspapers revert to the old paid "reader," plainly labelled as advertising, after the fashion of 25 years ago and still good and strong in the county weekly press. This line might very well be encouraged and as it is excellent service for some industries it should bring high rates.

"When everything else fails, just tell your prospect how he can use your goods, and then name your price," says William Feather.

A GOOD RULE

THE new rule of the *Rocky Mountain News* and *Denver Evening News,* announced last week that regular members of the sports staffs shall not act as officials, referees, judges, scorers or in any way participate in sporting events for pay. Coupled with the promulgation of this rule is the announcement that these newspapers will pay sports writers adequately, making it unnecessary for them to serve interests which might be in conflict with their newspapers.

This is fair and sensible and it is the solution of the "crooked sports news" problem. More than that, it is the solution of the problem of crooked news in any department. It is entirely conceivable, even highly probable, that the average newspaper man who does publicity work for an outside interest would intend to be absolutely loyal to his newspaper, and some may manage to do this, but not many. Few care to continue the risk of being influenced by outside pay when inside pay is adequate.

A good sporting department is worth having and is worth paying for. The editor who seeks to economize a few dollars a week on payroll by permitting his men to divide their time and interest in outside pursuits is, in our opinion, saving at the tap and wasting at the bunghole.

The present fight is not so much to gain new ideals, political, social or economic, as it is to hold ancient standards of common honesty, decency and right.

THE NEW THRIFT

THE thrifty press agent of the picture "La Geste" recently sent to newspaper editors in the vicinity of New York a column boost for the show. It was almost pure advertising, naming the theatre, the time of performances and asserting that the picture was the best ever.

Attached to the proof the press agent tied a coupon, which announced that if the editor would take to the theatre with a copy of his paper with the ad all marked to prove publication, the editor and his wife or sweetheart might have two seats, provided they did not show up on a holiday when all seats were reserved for cash customers.

It is said that some editors do this. If that is the estimate of the value of their advertising columns perhaps no one should object. It does not seem like business or good editing for the newspaper, but it may be an old-fashioned view. How the old-timers of twenty years ago would have roared with glee at the spectacle of one of their number tremblingly approaching a press agent with a marked copy of the paper in hand! My, my, how times have changed!

PERSONAL

ORMAN DODGE, vice-president and general manager of the Mergenthaler notype Company, accompanied by Mrs. odge, sailed for Europe on the Homeric, pril 9. While abroad Mr. Dodge will sit the offices and plants of the foreign anufacturers of Linotypes.

William Randolph Hearst is expected arrive in New York next week from Pacific Coast.

Emil M. Scholz, president of the World de Advertising Corporation, who is ring Europe, recently visited Rome.

. W. Kellogg, owner of the *Los Angeles Express* and 16 other newspapers the West coast, arrived in Kansas y, Mo., Monday, to visit his sister, ss Clara Kellogg, editor and publisher *The Independent*, society publication.

. S. Warden, manager and one of the prietors of the *Great Falls* (Mont.) *bune*, has been reappointed a member the Montana state highway commis- by Governor J. E. Erickson.

Irs. Mary Harriman Rumsey, chair- of the board of Johnson Features, , sailed Wednesday on the Berengaria Paris, to supervise the exhibition of izes executed by her late husband rles Cary Rumsey.

. G. Goldthwaite, publisher of the *ne* (Ia.) *News-Republican*, has been ointed a member of the Board of tors to Naval Academy, Annapolis.

E. Reynolds publisher of the *Manka-* Minn.) *Free Press*, is the president he Southern Minnesota Crime Preven- association which is sponsoring a ram of legislation in Minnesota.

. L. Francis, editor and owner of the *er* (Mo.) *News and Rustler*, suf- d serious injuries recently when ck by a motor car.

harles S. Parker, publisher of the *ington* (Mass.) *Advocate* and *Lexing- Minute Man*, weeklies, and called the of New England newspaper editors, brated his 88th birthday anniversary l 11 at his home in Arlington.

lfus Woods, editor of the *Wenatchee* sh.) *Daily World*, is visiting friends outhern California.

alter T. Layton, editor of the *nomist*, London, has joined the board he *London Daily News*.

orge F. Booth, publisher and part r of the *Worcester* (Mass.) *Tele- -Gazette*, is recovering from a slight ss.

nry Justin Smith, managing editor he *Chicago Daily News*, spoke on ius on Newspaper Row" April 14 e University of Chicago under the ces of the William Vaughn Moody dation.

bert H. Baker, president of the *land Plain Dealer*, returned to land, April 12 from trip to Hono- He was accompanied by Mrs.

IN THE BUSINESS OFFICE

LLIAM A. GLASS, for three years an advertising salesman for the y (N. Y.) *Knickerbocker Press*, esigned to become manager of the y branch of the Hudson Valley and Products Company.

k Beach, credit manager, *Long* (Cal.) *Press-Telegram*, recently ed to the Coast from a tour of the during which he visited many large apers.

J. O'Fallon, Jr., has joined the staff *St. Louis Times* as manager of the tion department.

. Preston has joined the *Owatonna* n.) *Journal-Chronicle* as assistant ss manager and in charge of all ising.

iel F. McMahon, national adver- manager of the *Chicago Tribune*, before the Advertising Club of St. at its regular weekly luncheon g on April 12 on "Newspaper Ad- ng."

rent Williams, promotion manager for the *St. Louis Post-Dispatch*, and his son, John Brent Williams, became Eagle Scouts on Monday evening, April 11. This is the first time in the history of scouting in St. Louis that father and son became Eagle Scouts at the same time. The elder Williams is Scoutmaster of Troop 134.

IN THE EDITORIAL ROOMS

HALLETT ABEND, former city editor, *Los Angeles* (Cal.) *Times*, more recently managing editor of the *Peking* (China) *Leader*, has resigned his Oriental post and will sail this month for California.

John Piper, son of Edgar B. Piper, editor of the *Portland Oregonian*, has joined the copy desk staff of that newspaper. Until recently he was on the staff of the Associated Press at Washington, D. C., and before that had worked for the Associated Press in New York and for the North American Newspaper Alliance.

Zollie Howard has been made city editor of the *Knoxville News-Sentinel*, succeeding Sidney Hughes who has gone to New York.

Leo W. O'Brien, political reporter, *Albany* (N. Y.) *Times-Union*, is directing a city safety campaign as secretary of the municipal traffic commission.

Irving Parmeter, city editor of the *Watertown* (N. Y.) *Standard*, is the author of an article on submarine history in the April issue of the *Current History* magazine.

Thomas R. Evans, formerly sports editor of the *Glendale* (Cal.) *News*, has become city editor of the *San Pedro* (Cal.) *Pilot*. George Ashbaugh, of San Bernardino, has joined the editorial staff of the News.

L. E. Spainhower, until recently with the Denver office of the Associated Press, has returned to Montana to become city editor of the *Helena Independent*.

Ed Sherman of the *Glens Falls* (N. Y.) *Post-Star*, editorial staff who recently underwent an operation, is recovering.

William S. Murray, police reporter for the *Fall River* (Mass.) *Globe*, is now covering city hall for the same paper.

Harold C. Hollis, graduate student at the University of Wisconsin, is doing special work for the *Madison* (Wis.) *Capital Times*.

Douglas Turney, former executive on the *Los Angeles* (Cal.) *Illustrated Daily News*, under the Vanderbilt regime, has been named managing editor of the *San Diego* (Cal.) *Independent*.

Earnest LaBranch, former Holyoke newspaperman and recently special writer for the *Fall River* (Mass.) *Globe*, is now covering police, court and fire department for the same paper.

Clayton Cassidy, assistant city editor, *Madison* (Wis.) *Capital Times*, has been transferred to assistant sports editor of the same paper.

Bert Coleman, formerly boating and yachting writer on the *San Pedro* (Cal.) *News*, is now secretary of a Southern California yachting association.

Rud Rennie, of the *New York Herald Tribune* sports staff, who has been in the South with the Yankees, returned to New York with that team last week.

Henry Noll, of the *Madison* (Wis.) *State Journal* staff, will sail the latter part of May for Germany where he will visit his birthplace.

Alfred F. Wesson has succeeded Earl M. Welty as editor of the *Glendale* (Cal.) *Press*. Mr. Welty goes to the *Hagerstown* (Md.) *Daily Mail*, as assistant to the managing editor.

Garvin Hager, city editor of the *Hagerstown* (Md.) *Daily Mail* has returned from a trip to Florida.

Edward D. Fales, Jr., federal building reporter, *Albany* (N. Y.) *Evening News*,

(*Continued on page 30*)

FOLKS WORTH KNOWING

ALFRED GLADWELL, Ogden, Utah, correspondent for the *Salt Lake City Deseret News*, is a reporter by day and a judge by night.



ALFRED GLADWELL

Gladwell was born in London, England, and came to Utah 17 years ago as a Mormon convert. Two years later he joined the organization of the News and was placed in charge of the paper in Ogden. Some years later he was relieved of the business end, and has since devoted all of his attention to editorial work.

Mr. Gladwell lives just outside the city limits of Ogden, and a few years ago the County Commissioners of the county needed a new justice of the peace in the precinct in which the Gladwell home is located. Gladwell was chosen for the position, and his record has been so satisfactory to all classes that during the last election he was endorsed by both of the major political parties. Violators of the law are dealt with severely in Justice Gladwell's court in every case if there are no extenuating circumstances. Bootleggers fear him.

Another "side-line" of this Utah reporter is service as a religious worker. He is a member of the Stake High Council in Ogden, and this position means that he is frequently called upon to appear in the pulpit on Sundays.

O. O. McIntyre

DAILY—WEEKLY

McIntyre writes about New York and New Yorkers, from the viewpoint of a normal man from the West.

The U. S. A. knows New York through McIntyre.

The McNaught Syndicate, Inc.

V. V. McNitt, President — Times Building, New York — Charles V. McAdam, Vice President

At the Convention
Visit
Room 146, Waldorf

METROPOLITAN FEATURES

COMICS
ELLA CINDERS STRIP
and
ELLA CINDERS PAGE
By Bill Conselman and Charlie Plumb

DICKEY'S DOGS
By Robert L. Dickey

SPORTS
FEG MURRAY
Cartoons, Comment, Wise-Cracks

DAILY SERIAL
MILDRED BARBOUR
With Illustrations

FASHIONS
ELEANOR GUNN
and
METROPOLITAN

JUVENILE
SECKATARY HAWKINS
With New Club Page

WEEKLY STORIAL
LUCILLE VAN SLYKE
Illustrated

WEEKLY HUMOR
STEPHEN LEACOCK
A. A. MILNE

OTHER WEEKLY WINNERS
ZENITH FICTION
PINNACLE FICTION
SHORT SHORT STORIES
EXPLOIT ADVENTURE
and
PRE-EMINENT ARTICLES

Metropolitan Newspaper Service,

Maximilian Elser, Jr., General Manager — Earl J. Hadley, Associate

150 Nassau St., New York City

(Continued from page 29)

for the past two years, has been appointed assistant city editor.

Calvin Chalmers has resigned as editor of the *Fall River* (Mass.) *Globe* and is spending several weeks at St. Johnsbury, Vt.

C. P. Elvins, of San Luis Obispo, Cal., is now sports editor of the *San Pedro* (Cal.) *News.*

Charles L. Mooney of the *Plattsburgh* (N. Y.) *Republican* editorial staff, is recovering from a recent operation.

Ray Jones, veteran courthouse reporter for the *Los Angeles* (Cal.) *Times,* has obtained a 60-day leave of absence to travel in the East.

Charles J. Fisk, recently with the *Ketchikan* (Alaska) *Chronicle,* has been named editor of the *Anchorage Times.*

H. E. M. Chisholm has been named publicity officer of the Department of Trade and Commerce, Canada. For the last 16 years he has been a member of the Ottawa Press Gallery. He came to Ottawa as representative of the *Manitoba Free Press.*. For the last few years, he has been resident correspondent of the *Toronto Star.*

Charles Blake, formerly of the *Chicago Herald-Examiner,* is now on the reporting staff of the *New York American.* Blake was the reporter who found Kenneth Ormiston, the missing radio operator in the Aimee Semple McPherson story, in a Pennsylvania city, after trailing him all over the country.

Frederick Holmes, formerly of the *Baltimore Sun;* Arthur Elliott, formerly of Universal Service, and Julian Seaman, formerly of the *New York Evening World,* have been added to the editorial staff of the *New York World.*

Warde H. Greene, formerly with the *Cleveland Times,* which suspended, has joined the reportorial force of the *Cleveland Plain Dealer.*

HOLDING NEW POSTS

ANDREW BERNHARD, from assistant city editor, *Sioux City* (Ia.) *Tribune* to copy desk, *Detroit* (Mich.) *Free Press.*

Earl Berkeley, from assistant slot man, *Albany Knickerbocker Press,* to *Providence* (R. I.) *Bulletin* staff.

Edward Davis, from *Wilmington* (Cal.) *Journal,* to editor, *Compton* (Cal.) *News-Tribune,* succeeding Harry Jones.

Cecil Hancock, from copy reader, *Fargo* (N. D.) *Forum,* to editorial staff, *St. Paul* (Minn.) *Pioneer Press.*

Alfred Willoughby, from staff, *Madison* (Wis.) *Capital Times,* to *Madison* (Wis.) *State Journal* staff.

J. S. Lewis, from *Okmulgee* (Okla.) *Times,* to news editor, *Shawnee News.*

CHANGES OF OWNERSHIP

WHITING (Ia.) Argus has been purchased by H. R. Moethlick, formerly a publisher in Ute, Ia. Mrs. Ethel Hill Rowley was the former owner.

Jesse Ferney, of Walla Walla, Wash., has purchased the *Attalia* (Wash.) *News-Tribune* and the *Wallula Gateway* and will assume the editorship of the two papers. A. V. Peterson, former editor of the two papers will go to Castle Rock, Wash., where he will be associated with S. L. Moorhead in the publication of the *Cowlitz County Advocate.*

H. G. Rose, formerly in the mechanical department of the *Chehalis* (Wash.) *Bee-Nugget,* has purchased the *St. John Journal* and will assume its editorship.

C. S. Timmons of Cherokee, Okla., who has just announced sale of the *Anthony* (Kan.) *Republican-Bulletin* to Mack Stanton, will re-enter the newspaper field at Aline, Okla.

J. M. Best recently took over the *Manhattan* (Kan.) *Tribune.*

E. M. DeWeese, former city editor of the *Hugo* (Okla.) *Daily News,* has purchased the *Southeast Oklahoman* a Hugo weekly, from the Schooler Printing Company.

Fredonia, (N. Y.) *Censor,* oldest weekly newspaper in Chautauqua County, has been purchased by E. A. Towne of Conneaut, O., and E. S. Pike of Warren, O., from the estate of Frederick C. Bickers. Mr. Towne, of the *Conneaut News Herald,* will be manager.

The *Canisteo* (N. Y.) *Chronicle,* weekly, has been purchased from Leon L. Hough by Harold G. Hubbard of Pittsburgh, who has been connected lately with Technical Trade Publications.

MARRIED

HERBERT L. THOMAS JR., of the advertising staff of the *Columbus* (O.) *State Journal,* to Miss Rachel Van Hook Young, daughter of Harvey R. Young, advertising manager of the *Columbus Dispatch,* in Columbus recently.

NEW PLANTS AND EQUIPMENT

LINOTYPE installations have been made recently by the following newspapers: *Danbury* (Conn.) *News; Medford* (Mass.) *Mercury; Chester* (Pa.) *Times; Providence* (R. I.) *Journal* (2); *Salem* (Ore.) *Capital-Journal.*

Spokane (Wash.) *Spokesman-Review* has just placed an order with R. Hoe & Co., Inc. for eight straight-pattern superspeed press units with two color cylinders. The Spokesman-Review has also purchased two new universal-units to be added to its Hoe color press.

Among the recent shipments from R. Hoe & Co., Inc. was a superspeed octuple press for the *Auckland* (N. Z.) *Star.*

PRESS ASSOCIATION NOTES

NEW United Press clients are: *Herkimer* (N. Y.) *Telegram; Houston* (Tex.) *Press; Dubuque* (Ia.) *Telegraph-Herald and Times-Journal; Buffalo Evening News; Wichita Evening Eagle; Toronto* (O.) *Tribune; Abilene* (Tex.) *Times; South Norwalk* (Conn.) *Sentinel.*

R. G. Smith, Salt Lake City correspondent for the Associated Press, was the speaker at the weekly Chamber of Commerce luncheon last week.

Donald C. Bolles, Milwaukee correspondent for the Associated Press, and Mrs. Bolles are parents of a son, born recently.

Whit Burnett, formerly of the *New York Times* telegraph and cable desk, has been made assistant city editor of the Associated Press, New York, day side. When on the local staff, he covered the Browning case.

SCHOOLS

PROBLEMS confronting newspaper editors and publishers are to be discussed at the annual Editors Short Course to be held at the University of Minnesota at Minneapolis May 5 to 7. Printing exhibits, round table discussions, banquets and talks by experts will be featured.

Friday the 13th holds no terror for students of the Department of Journalism, Syracuse University. On that day next month they will publish for one day the *Elmira Star-Gazette,* marking the sixth experiment of this kind to be conducted by the Syracuse school since 1922. The venture this year is being made through the courtesy of Frank E. Gannett, president and editor of the Gannett Newspapers. The students will work under direction of Prof. John O. Simmons, head of the department, and Samuel Cahn, instructor.


THE STATE GAZETTE
SEEK ARREST TODAY
CHINESE CRISIS NEARS AS U. S. MOVES TROOPS
Hip Deformity Corrected
MYSTERY FIRE BLASTS RAZE STOREHOUSE
STATE FACE AT F
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

Phelps Soule, editor of Yale University Press since 1925, will become editor and manager of the Press of the University of Pennsylvania, on May 1. Under his editorship, the Press of the University of Pennsylvania will become an active publishing organization.

Alfred D. Britton, member of the junior class at the Columbia University School of Journalism, has the distinction of being the only journalism student now in school who has been elected to the Columbia Chapter of Phi Beta Kappa, national honorary scholastic fraternity. He plans to get his degree from the Journalism School in 1928. Britton last year won the annual Current Events Contest of the *New York Times.*

An all-university organization which will be known as the W. J. Murphy Press Club has been organized on the campus of the University of Minnesota, at Minneapolis. The name was selected as a memorial to the late publisher of the *Minneapolis Tribune* who contributed $350,000 towards the establishment of a school of journalism at the university. Alan Kennedy of Minneapolis has been named president; Joseph Mader, vice-president and Katharine Whitney, secretary and treasurer.

Dr. George Starr Lasher, head of the department of journalism of the University in Athens, was elected president of the Ohio State Journalism Association, at a meeting in Columbus, April 8.

SPECIAL EDITIONS

NORFOLK (Va.) LEDGER-DISPATCH, 16-page edition on opening of the New Cavalier Hotel at Virginia Beach, Va.

St. Paul Pioneer Press issued a special Ford section April 3 featuring the formal opening of the Ford Motor Company Northwest plant located at St. Paul.

Los Angeles (Cal.) *Times* First Annual Review, 64-pages.

Portland Press-Herald and Express, 16-page Spring Fashion edition, April 4.

Worcester (Mass.) *Telegram-Gazette,* 12-page tabloid editions on Textile Industries, April 5 and 6.

ASSOCIATIONS

FIRST steps toward the organization of a press club among the newspapermen of San Pedro, Long Beach, Harbor City, Compton and Wilmington (Cal.) were taken recently at a banquet given the harbor district men by the ORANGE COUNTY (Cal.) PRESS CLUB at Long Beach. The club is expected to be officially launched at another meeting on May 12.

Boston printers were guests at a round-table discussion of the three-color process in advertising held April 14 by the WORCESTER (Mass.) CLUB OF PRINTING HOUSE CRAFTSMEN.

BOSTON (Mass.) PRESS CLUB staged its fifth annual frolic at the Shubert Theatre on Friday afternoon, April 8.

William M. Lyon, president of the RHODE ISLAND PRESS CLUB, was honored on his 70th birthday, April 2, at the April meeting of the club in Johnst[on], R. I. He was presented with a g[old] fountain pen and pencil.

Program has been completed for [the] 20th annual convention of the PA[N]HANDLE PRESS ASSOCIATION, to be h[eld] at Amarillo, Tex., April 22 and 23.

Members of the PRESS PHOTOGRAPHE[RS'] ASSOCIATION, composed of Boston ne[ws]paper cameramen, attended the Cop[ley] Theatre, Boston, Tuesday evening, as [the] guests of the management. The ent[ire] tier of boxes was occupied by the p[ho]tographers.

FOURTH ESTATE LODGE A. F. A. [M.], composed of Boston newspaper men, [will] present a musical comedy at the F[ine] Arts Theatre in Boston on April 25 a[nd] 26. The comedy is in charge of [Mr.] Davis and Williams. The title of t[he] play is "The First Edition."

Annual meeting of the OKLAHOMA [IN]TERSCHOLASTIC PRESS ASSOCIATION [will] be held at the University of Oklaho[ma] Norman, April 30. Approximately [200] editors and business managers of h[igh] school publications are expected to [at]tend.

FLASHES

A good many newspapers are publi[sh]ing extracts from the Bible, which m[ay] be live news to a lot of their readers.—*Florence* (Ala.) *Herald.*

If nobody were foolish, newspap[ers] would have a lot more space in wh[ich] to print other things. But, then, wh[o] read 'em?—*Windsor* (Ont.) *Bor[der] Cities Star.*

A decent play, apparently, is one t[hat] can hope for no free advertising.—*V[an]couver Sun.*

It is a mistake to make light of Chi[na's] revolution. Any proof-reader can tes[tify] to its atrocities.—*Dallas News.*

Fashion determined to kill the [hi]skirt and it is kilt.—*Little Rock Arka[nsas] Gazette.*

To be sitting on top of the world is such a hot ambition. Consider the E[ar]mo.—*Fort Worth Press.*

"I do not cut the hair," says Ant[oine] famous French hair trimmer now in [the] U. S. "I sculpture it." Wonder if [he] ever takes a chip off the old block.—*Weston Leader.*

A woman living in a village in [the] province of Catalonia has given birth [to] a child with five arms. This seems t[o be] nature's attempt to produce the per[fect] jazz pianist.—*Punch.*

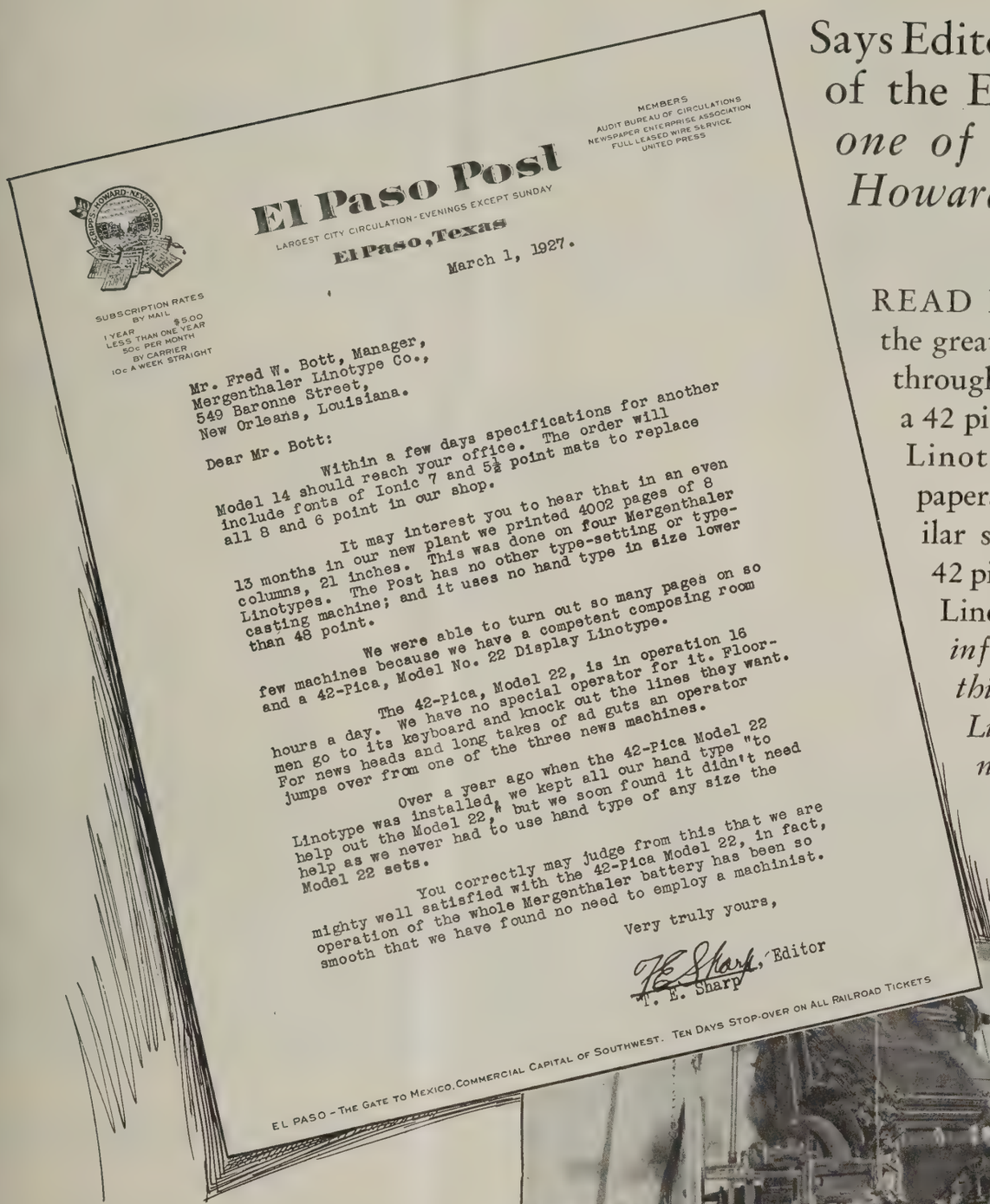
We might turn the Chinese pu[zzle] over to those sports writers who [are] telling the world how baseball c[lubs] should be managed.—*J. R. Wolf in [Mil]waukee Journal.*

FOR PROMPT SERVICE
TYPE
BORDERS ~ ORNAMENTS ~ BRASS RULE
Printers' Supplies
KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT
Carried in stock for prompt shipment at the following Selling Houses of the
American Type Founders Company
BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, RICHMOND, ATLANTA, BUFFALO, PITTSBURGH, CLEVELAND, DETROIT, CHICAGO, CINCINNATI, ST. LOUIS, MILWAUKEE, MINNEAPOLIS, KANSAS CITY, DES MOINES, DENVER, LOS ANGELES, SAN FRANCISCO, PORTLAND, SPOKANE, WINNIPEG

"We Soon Found It Didn't Need Help"

Says Editor T. E. Sharp, of the El Paso Post— *one of the Scripps-Howard Newspapers*

READ his letter telling of the great economies effected through the installation of a 42 pica Model 22 Display Linotype. ¶ Many other papers have achieved similar savings through the 42 pica Model 22 Display Linotype. *For complete information regarding this model, write to the Linotype Company's nearest Agency.*



El Paso Post

LARGEST CITY CIRCULATION - EVENINGS EXCEPT SUNDAY

El Paso, Texas

MEMBERS
AUDIT BUREAU OF CIRCULATIONS
NEWSPAPER ENTERPRISE ASSOCIATION
FULL LEASED WIRE SERVICE
UNITED PRESS

SUBSCRIPTION RATES
BY MAIL
1 YEAR $5.00
LESS THAN ONE YEAR
50c PER MONTH
BY CARRIER
10c A WEEK STRAIGHT

March 1, 1927.

Mr. Fred W. Bott, Manager,
Mergenthaler Linotype Co.,
549 Baronne Street,
New Orleans, Louisiana.

Dear Mr. Bott:

Within a few days specifications for another Model 14 should reach your office. The order will include fonts of Ionic 7 and 5½ point mats to replace all 8 and 6 point in our shop.

It may interest you to hear that in an even 13 months in our new plant we printed 4002 pages of 8 columns, 21 inches. This was done on four Mergenthaler Linotypes. The Post has no other type-setting or type-casting machine; and it uses no hand type in size lower than 48 point.

We were able to turn out so many pages on so few machines because we have a competent composing room and a 42-Pica, Model No. 22 Display Linotype.

The 42-Pica, Model 22, is in operation 16 hours a day. We have no special operator for it. Floor-men go to its keyboard and knock out the lines they want. For news heads and long takes of ad guts an operator jumps over from one of the three news machines.

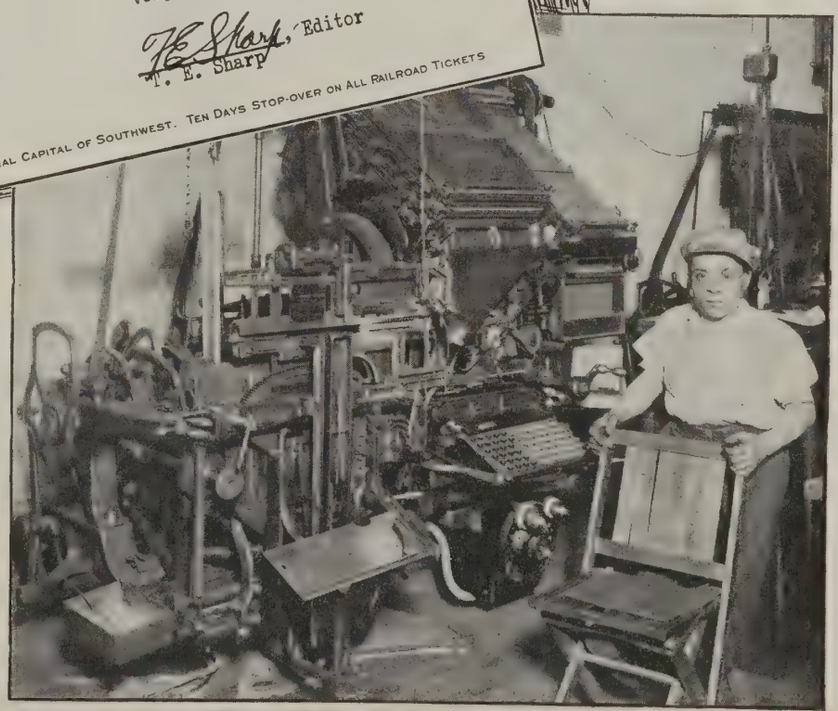
Over a year ago when the 42-Pica Model 22 Linotype was installed, we kept all our hand type "to help out the Model 22," but we soon found it didn't need help as we never had to use hand type of any size the Model 22 sets.

You correctly may judge from this that we are mighty well satisfied with the 42-Pica Model 22, in fact, operation of the whole Mergenthaler battery has been so smooth that we have found no need to employ a machinist.

Very truly yours,

T. E. Sharp, Editor

EL PASO - THE GATE TO MEXICO. COMMERCIAL CAPITAL OF SOUTHWEST. TEN DAYS STOP-OVER ON ALL RAILROAD TICKETS



TRADE LINOTYPE MARK

Mergenthaler Linotype Company

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

530.27.4-F

This advertisement composed entirely on the Linotype in Narciss and Garamond

LOS ANGELES AD CLUB ON GOODWILL TOUR

"Contact" Group Takes 1,000 Mile Trip, Visiting Seven Clubs in Other Cities—Gives Special Programs

The 1,000-mile annual "good-will" trip of the club contact committee of the Los Angeles Advertising Club started Saturday, April 9. Assembling in Sacramento on Monday, the ad men met with the first of the seven northern advertising clubs, at each of which the programs will be in charge of the traveling group.

The party traveled by caravan from Sacramento to Oakland, and from there to San Francisco, Palo Alto, Stockton, Modesto, and Fresno.

Speakers in the party include Harold J. Stonier, president of the Los Angeles Advertising Club and vice-president of the University of Southern California, who will speak on "Building California"; Roy S. Kellogg, secretary of the Chamberlain Company, Inc., on "Advertising and Philosophy"; Herman A. Nater, assistant vice-president, Bank of Italy, on "Money Talks," and Don Francisco of Lord, Thomas & Logan, on "Some Advertising Gold Bricks."

The "contactors" visited Oakland, Tuesday; San Francisco, Wednesday; Palo Alto, Wednesday; Stockton, Thursday; Modesto and Fresno, Friday.

Mr. Nater, chairman of the club-contact committee, was chairman of each of the meetings, with the exception of Stockton and Modesto, where Don K. Thomas, executive director of the Los Angeles Advertising Club, acted in that capacity. Russell M. MacLennan, advertising manager of the First National-Pacific-Southwest banking group, was chairman of the committee in charge of the trip.

The club contact committee has as its purpose the visiting of every advertising club in California each year. The committee has already visited Long Beach, San Diego, San Bernardino and Riverside Clubs.

Obituary

HERBERT R. BARNEY, 70, business manager of the *Rutland* (Vt.) *Herald* for the last 18 years, died March 31 at Jacksonville, Fla. He had been in poor health for three years.

JOHN H. POWERS, 69, an employe of the *Providence* (R. I.) *Journal* for 39 years as superintendent of the building, died at his daughter's home in Providence April 6.

LE ROY ARMSTRONG, formerly an editor of newspapers in Indiana and Utah and special writer on the *Chicago Herald* and *Chicago Evening Post*, died in Los Angeles, Cal., March 29. For the past ten years he had been head of the research department at Universal City.

ALBERT J. TAYLOR, 59, formerly a cartoonist on the *Houston* (Tex.) *Post* and the *Los Angeles* (Cal.) *Times*, died in Los Angeles recently.

JOHN WILLIAM BIRD, 84, a pioneer California newspaper publisher, died in Yreka, Cal., March 23. He was born in London and made the trip to California "around the Horn" in 1856. For many years he was on the staff of the old *Alta Californian*.

JEAN BAPTISTE AUDET DIT LAPOINTE, general manager of *Le Canada*, died March 30 after a short illness at his home in Outremont. He was 63 years of age and was a brother of the late Alderman L. A. Lapointe.

ROBERT G. LARSEN, 57, one-time Sunday editor of the *Boston* (Mass.) *Herald* and recently general manager of the B. F. Keith theater interests in Boston, died April 1 in New York while on a business trip. Larsen was in charge of advertising for the Keith interests for many years. He was also at one time Boston representative for the *New York Herald*.

ELMER O. HAPEMAN, vice-president of the *Red Hook* (N. Y.) *Advertiser*, died recently after a long illness.

LEWIS W. HARTT, for the past 23 years a reporter at Coney Island, died of pneumonia last Tuesday. Hartt represented the *Brooklyn Standard Union* and other New York newspapers.

E. F. WARREN, 68, publisher of the *Spearfish* (S. D.) *Mail* since 1889, died recently in a Hot Springs hospital following an illness of four months.

EDWARD N. HEATON, employed by the *Cleveland Plain Dealer*, and father-in-law of John J. Kirk, for many years general circulation manager of that paper, died suddenly recently. His son, Charles Heaton, is in the Plain Dealer circulation department.

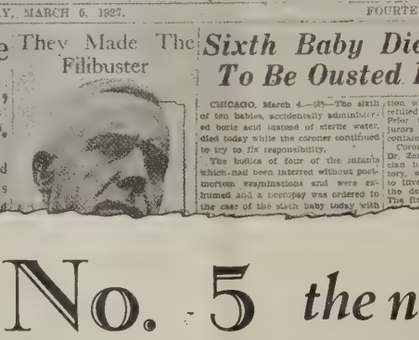
S. FRANKLIN YEAGER, 67, writer and illustrator, who twice circled the world during his 52 years in service, was found dead Wednesday morning in his room in Tampa, Fla. Yeager was first employed in the art department of *Leslie's Weekly* when a youth. He later went to *Harper's* afterwards entering the newspaper field as a writer. Thirty years ago he came to Florida. He returned to Florida in 1920 and since that time h been devoting all of his time to painti and pen sketches.

MISS EMMA GITTINGER

Miss Emma R. Gittinger, 76, one of first women newspaper columnists in United States died April 6, in Frederi Md. Her "Mary Jane" column first peared in the *Frederick News* in 18 about five years after her first contri tion to the paper, and her work was c tinuous until January, 1927, when she came ill.

JAMES E. RICE

James E. Rice, 64, manager of merchandising department of the C *cago Daily News*, died April 4 at home in Evanston of pneumonia. He been with the Daily News ten years, prior to that with the *Tribune* and *Herald-Examiner*.



in
Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"
"Starts the day in Detroit"

With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

Speaking of IONIC No. 5 *the new body type,*

TRADE LINOTYPE MARK

Mergenthaler Linotype Company

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

The Editor of the Toledo Daily Times Says:

We are proud of the improved appearance of our newspaper since adopting the 6½ point Ionic type and the new upper and lower case Caslon heads set on one of your Linotypes.

John D. Dun, *Editor.*

LINOTYPED IN THE CLOISTER FAMILY AND NARCISS EXCEPT HAND SET TITLE LINE

The Kansas City Star goes Everywhere in Kansas City



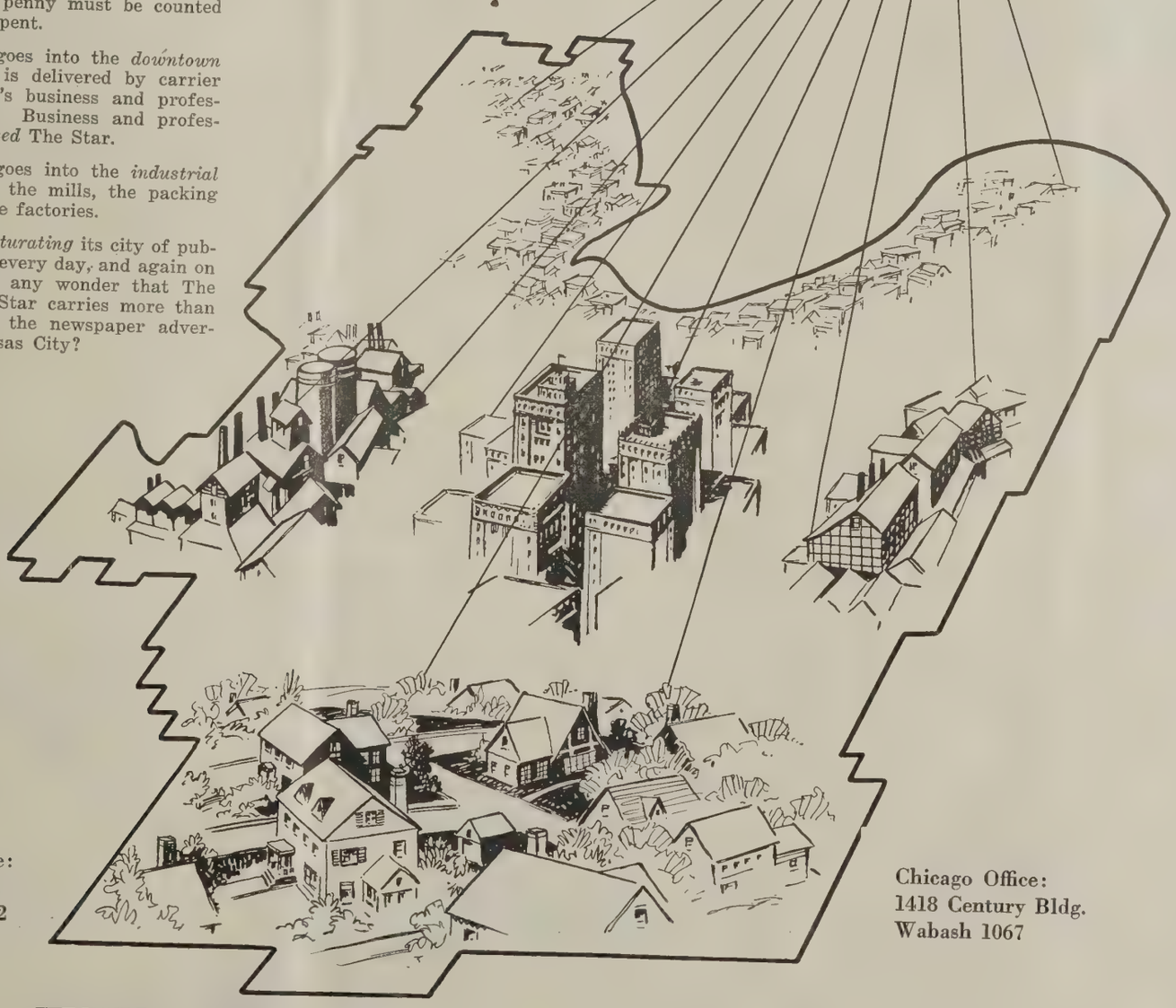
SO *thorough* is The Kansas City Star's circulation, so *complete* its coverage, that there are actually delivered by carrier, *twice* daily in Greater Kansas City, more copies of The Star than there are families in the city.

The Star goes into all classes of homes. The homes of the *rich*. The homes of the *near-rich*. The homes of the *middle* classes. The homes where every penny must be counted before it is spent.

The Star goes into the *downtown* sections. It is delivered by carrier into the city's business and professional offices. Business and professional men *need* The Star.

The Star goes into the *industrial* sections, into the mills, the packing plants and the factories.

Literally *saturating* its city of publication *twice* every day, and again on Sunday, is it any wonder that The Kansas City Star carries more than two-thirds of the newspaper advertising in Kansas City?



New York Office:
15 East 40th St.
Vanderbilt 10172

Chicago Office:
1418 Century Bldg.
Wabash 1067

THE KANSAS CITY STAR

A Quarter of a Million Twice a Day

WHAT'S WHAT IN THE FEATURE FIELD

"Foolish Questions" Is Latest Book from Quiz Craze—Aerial Interviews Feature the Week—W. E. Woodward to "Debunk" Snyder Trial

LATEST book soon to come from the press as a result of the current quizzing craze fostered by the newspapers is "Foolish Questions," written by H. I. Phillips, conductor of the Sun Dial in the *New York Sun,* which is distributed nationally as "Once-Overs" by Associated Newspapers, Inc., New York. The publisher is E. J. Clode.

In an introduction to the book H. H. McClure, manager of Associated Newspapers, maintains that the "wisest men are those who laugh and who create laughter for their fellow men."

"I am convinced," Mr. McClure wrote out of his experience and years of association with humorists, "that there is more real worth in the observations of humorists, their whimsical slants on life and their fine sense of relative values than in a thousand text books."

Mr. McClure also argued that "humor is the balance wheel of intelligence—the most brilliant and best-balanced mind has the keenest appreciation of the ridiculous."

Aerial interviews and attempts at interviews featured the week during the endurance flight of Bert Acosta and Clarence D. Chamberlain over Roosevelt Field, L. I.

Peter McGregor, photographer and reporter for NEA Service Inc., and Acme Newspictures, went aloft with Pilot William MacMullen. Questions were written with chalk on the side of the interviewer's airplane and Acosta and Chamberlain replied by sign language. Such queries as "How is the gas?" and "Do you think you'll beat the record?", were asked.

Bruce Gould, member of the staff of the *New York Evening Post,* also went into the air and attempted to interview the flyers using a megaphone, with indifferent success.

"Who Am I?", a new feature with the sub-heading of "a game for those who may not 'remember names,' but who never 'forget a face,'" was announced this week by the New York World Syndicate. A series of pictures have been prepared, with three clues to the subject's identity printed as captions. Answers are furnished to be published on a subsequent page.

W. E. Woodward, author of "Bunk," has been engaged by the Post Syndicate to report the Snyder-Gray murder trial which opens next week. His assignment is to "debunk the trial, to cover it by methods exactly opposite to those of the sob-sister."

Will Durant, who wrote the "Story of Philosophy" will be the murder trial reporter for the Scripps-Howard Newspapers. Famous Features Syndicate has commissioned Rev. John Roach Straton to write the feature for them.

"One Hundred and One Wonders of the World We Live In" by Edison Watt, is a new feature being offered by Associated Newspapers, Inc., New York.

Glenna Collett, former United States women's National golf champion, is writing a new weekly column called "The Sportswoman" for the Ledger Syndicate, Philadelphia.

Dare Francis, fashion writer and artist for Associated Newspapers, will sail for Paris April 30, to establish permanent headquarters at the so-called "style capital"

J. N. (Ding.) Darling, *New York Herald Tribune* Syndicate cartoonist, has returned to his home in Des Moines after a South American trip.

An injunction has been issued by a Chicago court at the request of the Curtis Candy Company restraining Cannar & Marshall from using the name of "Skeezix" as a name for a candy bar. Skeezix is a character of "Gasoline Alley" a comic strip drawn for the Chicago Tribune Newspapers Syndicate by Frank King. The injunction prohibits use of Skeezix's picture for commercial purposes without King's permission. The ruling was to the effect that a cartoonist has a property right to his cartoon characters and can sell such right, the purchaser receiving the exclusive use of such property.

Publisher's Syndicate of Chicago has recently taken over the selling end of the Harrison C. MacDonald Classified Promotion Service. Arthur S. Rudd has been added to its sales staff.

At the annual meeting of Johnson Features, Inc., held Friday, April 9, the following officers were elected: Mary Harriman Rumsey, chairman of the board; W. H. Johnson, president; George Barr Baker, vice-president and secretary; asst.-secretary, E. R. McGrath, H. W. Miller, treasurer. The following directors were elected: Mary Harriman Rumsey, George Barr Baker, E. L. Shipway, E. Roland Harriman, W. P. McCool, Eleanor Pederson Bowman, Percy Pyne, Jr. and W. H. Johnson.

Johnson Features, Inc. and its allied company Editors' Features Service, Inc. have recently moved into their new $75,000 plant in the Press and Plate Building, Cleveland, Ohio, where the full service of Editors' Feature Service is produced.

MILL RAZED BY FIRE

The International Paper Company mill at Glen Park on Black River near Watertown, N. Y., was virtually destroyed by fire of unknown origin April 13. The loss is estimated at about $200,000. A small machine shop adjoining the main building was the only part of the mill saved. The company had not been using the plant for the past year.

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

The Consolidated Press

will be glad to see its friends in Rooms 363-365 at the Waldorf during the

Publishers' Convention

WITH THE GENERAL ADVERTISERS

Increased Newspaper Campaign Planned by Chancellor Cigars—Dailies Added to Federal Motor Truck Schedule—Sheaffer Pen Company to Hold Sales Conferences

EXPANSION of the advertising program for Chancellor cigars, an American Tobacco Company brand, was reported in New York this week. The account is now being handled by Dorrance, Sullivan & Co., and the schedule is in the making. A larger newspaper list with bigger copy is understood to be on the program.

Federal Motor Truck Company is going to devote a considerable share of its 1927 advertising program in the newspapers, EDITOR & PUBLISHER has been informed. This was formerly a magazine and trade paper account.

The Borden Sales Company has adopted a newspaper schedule covering more than 100 small cities in 11 western states.

C. K. Hart, advertising manager for the W. A. Sheaffer Pen Company, will conduct a series of sales conferences for his company in Des Moines, Minneapolis, St. Paul, Columbus, Nashville, Louisville, Birmingham, Atlanta, Memphis and St. Louis during May and early June. Sheaffer dealers, prospects and salesmen will be in attendance at the meetings.

Elden C. DeWitt, multi-millionaire patent medicine manufacturer, whose death last week revealed that he had amassed a fortune of $85,000,000, was a firm believer in advertising and attributed his success to generous use of newspaper space, according to Judge F. O. Ellison of the District Court, Cedar Rapids, Ia., one of the few Iowa acquaintances of the manufacturer who recalled his early days. DeWitt was closed out of a little drug store in Elk Point, S. D., by his creditors, and en route to Wyoming with his household goods was forced to stop in Sioux City, Ia., where creditors had attached the furniture. Charles Beggs, an Elk Point friend, hearing of DeWitt's predicament paid his bills and financed him in a new venture in Sioux City under the name of Beggs & DeWitt. The firm began the manufacture of patent medicines.

"DeWitt always told me that newspaper advertising was the secret of success," Judge Ellison said. "All profits for the first years went into advertising," he said. Later the firm moved to Chicago, where the partnership was dissolved, but DeWitt continued. Most famous of his products were DeWitt's Early Risers.

Net income of the Lambert Pharmacal Company in the first quarter was $1,387 against $852,117 in the first quarter of 1926.

The report of the Wesson Oil & Snowdrift Company, Inc., and subsidiaries, for the six months ended Feb. shows a net profit of $1,251,177 after charges and taxes.

Los Angeles Evening Herald

has a greater Circulation and carries more Advertising than any other Daily in this entire territory

Circulation Sept. 30, 1926* Government Statement
196,050
*(Now over 200,000)

Largest in 41 States

Total Advertising 1926
17,505,
Agate

Representatives

New York: Herb. W. Moloney, 604 Times Bldg.
Chicago: John H. Lederer, 910 Hearst Bldg.
San Fran: A. J. Norr, 610 Hearst

The Baltimore News

has the largest circulation of any evening newspaper in the entire South
137,022

Baltimore looks to THE NEWS for the news.

NEA

covers everythin

NEA Service, Inc.
1200 West Third Street
CLEVELAND, OHIO

SUPREMAC IN building circulatio

THE CHICAGO HERALD AND EXAMINER conducting the greatest circulation-campaign in its history. Naturally, the HOL CIRCULATION ORGANIZATION is in charge lishers everywhere recognize this organizatic rivalled pre-eminence in increased circula many thousands in sure and rapid-fire fashi by absolutely clean and satisfactory methods line of metropolitan dailies, such as The Phil Inquirer, The Cleveland Plain Dealer, The Commercial Appeal, The Indianapolis News a attest Hollister supremacy.

C. B. HOLLISTER, general manager of ganization, will be at the Waldorf-Astoria H ing the publishers' convention, and will glad his plan to interested publishers.

The Herald and Examiner, CHICAGO

HOLLISTE
Circulation Organiz
Home Ad.: 717-8 Commercial Exch. Bldg., Los A

heights

Ascending and descending letters of Intertype Ideal News face are in proportion to small lower case for maximum legibility.

5½ Point Ideal News Face Saves Space

Below is a specimen of the 5½ Point set on 5 Point slug. This is an extreme test of the legibility of a face.

Note that the ascending and descending letters are not *cramped* or blunt in order to cast the 5½ on a 5 Point slug.

Yet the column is entirely readable.

With a column 295 lines deep and 8 columns to the page 5½ Point Intertype News (on a 5 Point slug) *saves* about 300 lines per page. Think of the *thousands* of dollars this face would save without sacrificing readability. Compare the Intertype *Ideal* News face with the ordinary faces used for *classified* advertisements. The Intertype design has several features of importance for maximum *legibility*—as well as the *serviceability* of matrices.

Face Ordinarily Used

5½ POINT 2B ON 5½ POINT SLUG

84TH, 19 WEST—Gentleman appreciating cleanliness; electricity; $7; breakfast. Hawley, Schuyler 3155.

84TH, 316 WEST (Apt. 2E)—Beautifully furnished double room; near bath; reasonable.

85TH, 342 WEST (Clarke Studio), professional people, business girl, elevator; references.

85TH, 327 WEST—Large, front; every convenience housekeeping privilege; $10. Ludwig.

85TH, 119 WEST—2 rooms, bath, parlor floor; desirable front basement with kitchenette privileges.

85TH (2,345 Broadway)—Large front; private bath, foyer; kitchen privileges. Weaver (46).

85TH, 342 WEST—Lady share large room lady; piano, twin beds.

85TH, 349 WEST—Charming large sunny front living room; smaller, $8. Nash.

85TH, 349 WEST—Attractive room, private family; student or business women. 3W.

86TH (Riverside Drive)—Artistically furnished room; business women; references. Telephone Trafalgar 9667.

86TH, 11 WEST—Large, double rooms, well furnished; kitchen privileges; also small; reasonable.

87TH, 343 WEST—Large, beautifully sunny front room, adjoining private bath, references.

Intertype Ideal News

5½ POINT ON 5 POINT SLUG

84TH, 19 WEST—Gentleman appreciating cleanliness; electricity; $7; breakfast. Hawley, Schuyler 3155.

84TH, 316 WEST (Apt. 2E)—Beautifully furnished double room; near bath; reasonable.

85TH, 342 WEST (Clarke Studio), professional people, business girl, elevator; references.

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85TH (2,345 Broadway)—Large front; private bath, foyer; kitchen privileges. Weaver (46).

85TH, 342 WEST—Lady share large room lady; piano, twin beds. Hallock.

85TH, 349 WEST—Charming large, sunny front living room; smaller, $8. Nash.

85TH, 349 WEST—Attractive room, private family; student or business women. 3W.

86TH (Riverside Drive)—Artistically furnished room; business women; references. Telephone Trafalgar 9667.

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Intertype matrices will run in other slug-casting machines
Investigate the advantages of Intertype Ideal News Face

Write nearest branch for larger specimens

Standardized INTERTYPE TRADE MARK

Designed in 5½, 6½, 7 and 8 Point

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Bldg.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 S. Main St.; *Boston* 80 Federal St.; *London; Berlin*

ADVERTISING AGENCY AFFAIRS

Ralph Fulton Resigns from N. Y. American to Open Branch of Aitkin-Kynette in New York—Harry Rick with George L. Dyer Company —Atherton & Currier Formed

RALPH FULTON has resigned from the advertising department of the *New York American,* effective May 1, to open a New York office for Aitkin-Kynette, Inc., Philadelphia advertising agency. The New York office will be in the Hecksher building.

Mr. Fulton has been in the Hearst organization for the last 10 years. He has been connected with the American from 1925 to the present time, and previously was with the International Magazine Company.

Among accounts of Aitkin-Kynette are Consolidated Cigar, Reading Iron Company and Sikes Company.

Harry A. Rick, formerly of Rick & Giltnane, advertising agency, has joined the Chicago office of George L. Dyer Company, as vice-president. Mr. Rick's former headquarters at 58 East Washington Street, have been taken over by Duke Hutchinson, formerly associated with Mr. Rick, who will operate his own agency at that address.

J. William Atherton in partnership with George B. Currier has formed a new advertising agency in New York as Atherton-Currier, Inc. Headquarters will be in the Graybar Building. Mr. Atherton was formerly vice-president of the Morse International Agency, while Mr. Currier was vice-president and treasurer of the North American Dye Corporation, Mount Vernon, N. Y. W. T. Tieman will be space buyer.

Rudolph Guenther-Russell Law this week announced they had made an arrangement with Emil Brisacher and Staff, San Francisco, Los Angeles, and Portland, Ore., whereby the agencies will operate jointly.

David E. Caesar, for fourteen years with Charles F. W. Nichols, Chicago advertising agency, and more recently with the Chicago office of the H. E. Lesan Advertising Agency and Ruthrauff & Ryan, Inc., has been appointed western advertising manager of the Southern Pacific Lines. He will have his headquarters in Chicago.

Miss S. Adele Shaw, formerly of the editorial staff of the New York Evening Post, has become associated with the Edward M. Power Company, Inc., a Pittsburgh, Pa., advertising agency.

Smith, Sturgis & Moore, Inc., has moved from 1465 Broadway, New York, to new offices at 171 Madison avenue.

D. H. Nichols has resigned from Dunlap Ward, Inc., Cleveland, effective May 1, and will become associated with the King-Gibson Company, Chicago. E. A. Thiele, for many years western manager for Ruggles & Brainerd is now associated with this agency.

Ernest T. Gundlach, president of the Gundlach Advertising Company, Chicago, was elected president of the City Club of Chicago April 15.

Robert Emmet Kane has resigned as advertising manager for the Union Electric Light & Power Company, St. Louis, to join the staff of the Shelby Syndicate, advertising agents, of that city. Mr. Kane previously was with the Gardner Advertising Company.

W. Ferguson-Davie has joined the staff of the Berger, Jenkins & Obear Advertising Company, St. Louis.

Natt W. Emerson, vice-president of the George Batten Company advertising agency, sailed from New York April 2 with Mrs. Emerson on a five weeks' trip too Jamaica, Havana and other Caribbean ports.

Charles C. Green, president of the New York Advertising Club and head of the agency bearing his name, sailed for Bermuda with his family April 15.

Arthur N. Day, vice-president of the Yost Advertising Company, St. Louis, will speak before the Industrial Division of the Advertising Club of St. Louis, on April 22, on "Media Analysis."

PAPER BAN SUSPENDED

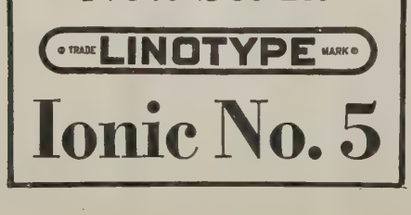
A large delegation of news vendors have approached Mayor Martin of Montreal to ask that the order of the administration passed recently forbidding them to place papers along the sidewalk, be modified or rescinded. They pointed out that under the regulations it was almost impossible to carry on trade as the by-laws not only prevent keeping stands on the streets, but also force the vendors to carry their stock in their arms. The outcome is that the order has been suspended pending further inquiry.

MAKING OKLAHOMA SURVEY

Statistics concerning the 77 counties in Oklahoma as well as information about 1,330 cities of the state are being collected by the Oklahomans Inc., for use in the national advertising campaign soon to be launched by the organization. The purpose is to acquaint the United States in general with the resources and opportunities available in the state.

IOWA DAILY BROADCASTING

The *Sioux City* (Ia.) *Journal* entered the radio broadcasting field on April 4 with a new 1,000 watt station assigned the call letters KSCJ.



Now Set In

TRADE LINOTYPE MARK

Ionic No. 5

Less Expensive

When a newspaper publisher accepts our Complete Checking Proof Service he eliminates his "free" copy mailing list as well as any other "special" checking copy service he may be giving his agencies and advertisers. Here is a real saving in costs (newsprint, postage and clerks time). Instead, he sends us a few complete copies daily and we do the entire detail work of distributing all necessary checking proofs—and our efficiency is shown in "results."

NOW—400 subscribers

The Advertising CHECKING BUREAU *Inc.*

79 Madison Ave. New York — 538 So. Clark St. Chicago

Daily Mail
LONDON

ADVERTISEMENT RECORD

$337,060
IN A
SIX-DAY WEEK

THE advertisement columns of The Daily Mail have been termed "the world's greatest market-place," because they offer unrivalled chances for bringing purchaser, merchant, and manufacturer into touch with each other.

Following the adoption of 20 pages as the standard size of The Daily Mail, the advertisement columns have begun to meet the advertiser's demand for space. The result is the creation of a new record for advertisement revenue on daily journalism.

This great step forward in the history of The Daily Mail has been made possible by the installation at Northcliffe House and at Manchester of printing plant for simultaneous production unequalled in capacity and efficiency by anything in Great Britain.

The figures printed below give the daily gross revenue from advertisements during the first two complete weeks of the enlarged Daily Mail:—

First Week

		1927	1926
Mon.,	Feb. 28	$53,233.60	$42,519.95
Tues.,	Mar. 1	52,564.30	43,931.30
Wed.,	Mar. 2	55,236.65	44,508.45
Thurs.,	Mar. 3	56,400.65	44,634.55
Friday,	Mar. 4	56,361.85	45,784.00
Sat.,	Mar. 5	52,515.80	43,043.75

Second Week

Mon.,	Mar. 7	$65,053.05	$44,629.70
Tues.,	Mar. 8	55,357.90	44,387.20
Wed.,	Mar. 9	57,259.10	43,669.40
Thurs.,	Mar. 10	55,852.60	44,697.60
Friday,	Mar. 11	53,883.50	44,217.45
Sat.,	Mar. 12	49,654.30	43,237.75

These figures are based on $4.85 to the £

Issued by Associated Newspapers Ltd.
Northcliffe House, London, E.C. 4, Eng.

New York Office: 250 Park Ave., New York City

LONDON PARIS MANCHESTER

largest evening circulation in the south 93,562

Memphis Press-Scimitar

A Scripps-Howard Newspaper

Member of the A. B. C. Member of the United Press

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Chicago Detroit San Francisco Los Angeles Seattle

BUILDING NEWSPAPER CIRCULATION

Louisville Courier-Journal Heads National Spelling Bee—Bonus Plan for Carriers Proves Successful—Features Paraded Before Readers

A GROUP of newspapers, headed by the *Louisville Courier-Journal,* are now conducting the third national spelling bee, which extends annually from March to June.

Marc P. Dowdell of the *Trenton Times and State Gazette,* one of the participating newspapers, described the feature this week for EDITOR & PUBLISHER as "useful in sustaining reader interest as the long days and their attendant tendency toward slackening of circulation begin." More than 200 schools are taking part in the Trenton contest.

"The feature provides live material for a daily story and pictures of school champions," Mr. Dowdell said. "As a result, many schoolboy and schoolgirl photographs are published and material is added to the library which may at any time become of spot interest."

The Trenton Star-Gazette is also joining in on the annual national marble tournament, which has its finals at Atlantic City.

"Both these contests receive publicity in the Sunday Times Advertiser and thus reader interest is carried throughout the week," Mr. Dowdell continued. "Coming in the spring as they do these contests have a steadying influence on circulation.

"When the champions go to Washington for the spelling contest and to Atlantic City for the 'mib' tourney daily stories concerning their doings become heads for first page stories.

"As a result of the success of the Times with the spelling bee two other New Jersey newspapers have taken it up. These are the *Atlantic City Daily Press* and the *New Brunswick Home News.* Both have had equal success with their ventures."

An independent revival of spelling contests in the public schools of Stroudsburg, Pa., was headed by Nelson A. Frantz, publisher of the *Stroudsburg (Evening) Record* and the *Morning Press,* and a former school teacher. About 1,000 boys and girls participated in the written test given March 25, from which 24 qualified for the championships held April 1. Since the contest Mr. Frantz has received numerous letters from readers commending him on his enterprise and urging him to make the bee an annual affair.

A special bonus plan, whereby carrier boys are rewarded for care in the delivery of papers is being used successfully by the *Long Beach* (Cal.) *Press-Telegram,* under the direction of Ed Pugh, circulation manager.

Each boy who delivers his papers for a month without a complaint reaching the circulation office, receives an honor card and a bonus of $1. If he succeeds in delivering papers for an entire year without any complaints he receives an additional bonus of $12 making his annual bonus money total $24.

Both the public and the carrier boys are kept interested in the plan through the frequent publication in the Press Telegram of news concerning various honor carriers.

Not long ago a photograph of 14 boys in the yearly bonus class was published, and included in the group was one boy who had carried papers for three years without a complaint, as well as several taking a bonus for two years in succession.

H. Nogle, formerly circulation manager of *Dallas* (Tex.) *Journal* and who has been assistant circulation manager of the *Port Arthur News,* is now circulation manager succeeding F. E. Bulloch who is now in the circulation department of the *Houston Chronicle.*

For two weeks ending March 27 the *Brooklyn Daily Eagle* carried on its first page what it termed the "Parade of the Features," printing there cartoons, comic strips and other matter usually carried on the inside feature pages. Comment and criticism were invited from Eagle readers, and prizes totalling $250 were offered for the best letters showing the reader's reaction to the change.

The *Houston* (Tex.) *Post-Dispatch* has inaugurated a circulation stunt by opening the "Post-Dispatch summer community," a lake shore project in which a lot 20x100 feet, with certain resort privileges, is sold to each six-months' subscriber for $69.50, payable at $9.50 down and the remainder at $3 per month. Besides the lot, the following are included in the purchase price: Equal use with other lot owners of entire waterfront, piers, boat landing and bath houses; membership in clubhouse; exclusive use with other lot owners of waterfront park.

"The Post-Dispatch is not in the real estate business," says the paper's announcement. "We only desire to render real service to our readers." The advertisement also announces that the paper's automobiles will meet trains nearby to take prospective purchasers to the property.

The *New Bedford* (Mass.) *Standard* is offering a contest for its subscribers which is a little out of the ordinary. Under the title of "Who and Why" a silhouette of a man or woman prominent in New Bedford life is being printed daily with a few words to assist in identification. A prize of $1 daily is offered for the best answers of 25 words telling who the person is. As a wit sharpener, the Standard's contest is meeting with great success.

Considerable interest among readers and non-readers was aroused recently by the *Lawrence* (Mass.) *Eagle-Tribune* in a harmonica contest to decide the champion of Greater Lawrence. The papers were assisted by the Broadway Theatre of that city and there were many contestants for the title. The public picked the winner and there were also prizes for the runners-up.

As a reward for obtaining ten new subscriptions to the *Seattle Times,* carriers for that paper were taken on an all day excursion to Portland, Ore., Sunday, April 10.

The twelfth annual Current Events Bee under the auspices of the *Brooklyn Daily Eagle* was held recently with 32 pupils from 16 high schools competing. The prize, a silver cup, has been won twice by Boys' High. The school winning it three times retains it permanently.

In connection with a new story it is printing, the *Chicago Daily News* is conducting a daily Daphne-Dil contest and awarding cash prizes totaling $25 each day for the best last lines to the Daphne-Dils—or limericks—printed.

The new story is "Daphne's in Love" by Negley Farson, a member of the foreign staff of the Daily News.

Manitoba Free Press

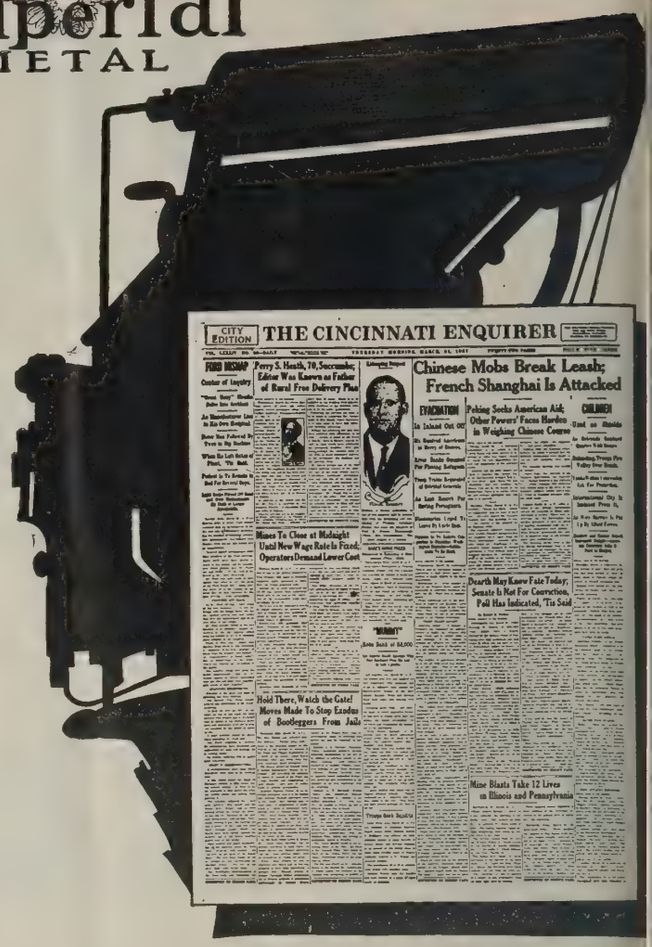
MOST PROFITABLE OPERATING

Now Set In

TRADE LINOTYPE MARK

Ionic No. 5

Imperial METAL



The Cincinnati Enquirer Chooses the Plus Plan!

IMPERIAL is justly proud to serve this popular Cincinnati and southern Ohio newspaper through the medium of Imperial Metal serviced by the nationally known Imperial Plus Metal Plan.

In the plant of the Enquirer, as well as in the plants of thousands of other newspapers, the Plus Plan is working steadily day after day and year after year keeping type metal in splendid balance at all times, thus averting many troubles experienced in shops not serviced by this reliable economical Plan. In addition, it is postponing indefinitely the time when a new metal supply with its accompanying expenses will be needed.

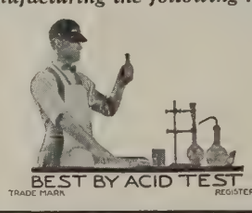
If your shop is not on an Imperial Plus Metal Plan basis, by all means get a copy of the Plus Plan and learn its many economy advantages.

IMPERIAL TYPE METAL CO.

Manufacturing the following metals:

LINOTYPE
ELROD
INTERTYPE
LINOGRAPH

MONOTYPE
LUDLOW
STEREOTYPE
THOMPSON



Philadelphia
Cleveland

New York
Chicago

EDITOR & PUBLISHER

For April 23 and April 30

(The A. P. and A. N. P. A. Conventions Numbers)

will possess a Reader Interest
far out of the ordinary—commensurate with the timeliness,
the importance, the brilliancy, and the permanent
reference value of their contents

11,000 copies

of each will be printed—11,000 copies of each will be read with avidity—
at least 30,000 newspaper and advertising executives, the
country over, will digest every page of each issue,
every article, every interview, every news item

If you have anything to say to these readers as to how your product or your service can help them, there is no other place where you can say it to better advantage. But you must be quick! The Pre-Convention Number will be out one week from today.

A hearty welcome awaits you from EDITOR & PUBLISHER at its two Convention Headquarters—Room 116, Astor Gallery Floor, the Waldorf-Astoria, and Suite 1700, Times Building, Broadway at 42nd Street. Let both of them, please, play a large part in your comings and goings during the Conventions. And USE, please, all the conveniences we shall provide in both places for you and your friends.

EDITOR & PUBLISHER

Suite 1700, Times Building, New York

A. B. C.
Charter Member

A. B. P.
Member

WOMEN IN ADVERTISING AND JOURNALISM

Bessie Bly Is Member of NEA Cartoon Staff—Mrs. Frances M. Ford Not Handicapped by Late Start on Chicago Daily News—Women to Address Advertising Agents

A MEMBER of the cartoon staff of NEA service is Bessie R. Bly, who recently made her debut into the world of comics with her domestic feature, "They're All Alike."



Bessie R. Bly

As a commercial and free-lance artist, Mrs. Bly has worked in several different cities since she began her career in Minneapolis, Minn., with an engraving company. She attracted attention in the west with her portrait work when she was only 20 and studying at the Hopkins School of Art in San Francisco.

From her interest in portrait painting grew a delight in satirical study of faces. Probably the chief appeal of her present work is the result of her close study of character and the caricatures which she first drew for her own amusement.

"I've been married nine years," she says, "and in that time we've lived in seven different cities and in everything from a tent to a ten-room house. Which proves that I've got a sense of humor and a background for ideas."

A late start in newspaper work did not handicap Mrs. Frances M. Ford, of the *Chicago Daily News,* who joined the staff of the Daily News after her 60th birthday, and today, at the age of 73, is at work daily on the same paper, wielding a powerful influence over policies on the home pages of the newspaper.

Mrs. Ford was brought to the Daily News by Victor F. Lawson to take charge of all news and special articles having to do with children and children's movements. She was especially fitted for the job as a result of her experience in child welfare work in Omaha, Des Moines, Philadelphia and other cities, in the course of which she was associated with John D. Morris and William Byron Forbush.

Mrs. Ford was married at the age of 19, after being educated at Wellsley College and Bryn Mawr, and is the mother of three daughters, two of whom are living. She has seven grandchildren.

While Mrs. Ford was living in Omaha the breakdown of her husband's health forced her to go to work. For a time she sang in a church choir, and was executive secretary of the woman's department of the Trans-Mississippi Exposition in 1898. Then she worked in Philadelphia, the home of her daughters, with the American Institute of Child Life. Her work took her all over the country, and it was in Philadelphia that she met Mr. Lawson, who made her the offer which started her out on a newspaper career when she was already a grandmother.

Mrs. Ford writes a signed article each week for the women's pages of the Daily News and is assistant to the music critic of the paper. She gathers her own material for her articles. She is intensely interested in child welfare, and also admits a fondness for the radio.

Minna Hall Carothers, president of the Federation of Women's Advertising Clubs of the World, will be the principal speaker at the monthly dinner of the New York Council of the American Association of Advertising Agencies to be held at the Hotel Pennsylvania April 21.

She is the first woman to address this group. Her talk will be "From Los Angeles to London," and will deal with the extent and work of women's advertising clubs.

She will be followed by Mrs. Katherine H. B. Mullally, a director of the League of Advertising Women of New York, who will talk on the college educational phases of advertising.

The monthly dinner of the New York League of Advertising Women on Tuesday evening, April 19, at the Advertising Club will cover the subject of public utilities advertising.

Miss Janet Scott, society editor, *Albany* (N. Y.) *Evening News,* is on a vacation in Bermuda.

Betty Brainerd, who writes the column "We Women," widely distributed by Associated Newspapers, Inc., is recovering from an operation for appendicitis.

Miss Ruth Branin is a new reporter on the staff of the *Hagerstown* (Md.) *Morning Herald and Daily Mail.*

Miss Betty M. Snyder, formerly on the *Hagerstown* (Md.) *Daily Mail* is now in charge of the children's page of the *Baltimore Sunday Sun.*

Miss Dorothy Kneisley is a new reporter on the *Hagerstown* (Md.) *Evening Globe.*

SMITH BUYS IN FLORIDA

Seymour (Ind.) Tribune Publisher New Owner of Lakeland Ledger

(By telegraph to Editor & Publisher)

Lakeland, Fla., April 11.—Jay C. Smith, publisher of the *Seymour* (Ind.) *Tribune* has purchased the stock of Charles G. Mullen and associates, Tampa, in the *Lakeland Evening and Sun Ledger* and will be actively identified with this newspaper, Sam H. Farabee, president and editor has just announced.

Bryan Mack, business manager, will retain his position and likewise will have a large financial interest in the publication.

Mr. Smith for more than 25 years editor and publisher in Indiana came to Florida two years ago for the first time and was "sold" on Lakeland. He entered his son Eugene in Southern College on his visits to Lakeland convinced him of the future of both the Ledger and the city.

The Ledger was established on April 22, 1924, by Earl Mullen and Sam H. Farabee who published newspapers in Hickory, N. C. Mr. Mullen left Lakeland a year ago to join the *Tampa Daily Times* of which his brother Charles H. Mullen is general manager. He was succeeded by Bryan Mack, formerly with the John H. Perry organization.

There will be no changes in the policy or personnel of the Ledger, it was stated.

In old-time journalism, the most frequently employed phrase was "A pleasant time was had." Today it is, "The latest edits escaped in a high-powered earthquake." *Windsor* (Ont.) *Border Cities.*

SACRAMENTO UNION
BUSINESS MAN DIES IN
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

FOR SALE!

Entire Present Press Equipment of

NEW YORK EVENING GRAPHIC

consisting of

4 Hoe X Pattern Lightning Sextuple Presses, with Rotary Blade High Speed Folders.

Now printing 5 Column Tabloid, but capable also of printing Standard 8 Column Newspapers.

This equipment is in first-class condition, and is being replaced because the City of New York has purchased the premises. Can be inspected running at any time prior to the GRAPHIC'S removal to their new SCOTT equipped plant.

If these machines do not suit your requirements, we can meet them with large or small machines of modern Unit or Decked type presses which we have in stock or for sale, all at reasonable prices. We also have in stock, used, both hand and automatic stereotyping equipment.

WALTER SCOTT & CO.

Manufacturers of

SCOTT *"Multi-Unit" and "Straight-Unit"* Presses

PLAINFIELD - - - NEW JERSEY

New York
1457 Broadway

Chicago
Monadnock Block

EDITOR & PUBLISHER

announces

for the issues of April 23 and April 30

(The Conventions Numbers)

One of the most humanly interesting documents of its kind ever given publication, namely

"THE AMAZING ADVENTURE OF THE 'STARS AND STRIPES'"

The Doughboy's Newspaper

Now told for the first time—and well worth the telling!

By DONALD L. STONE (Major M. I. Res.)

formerly Acting Chief of Press and Censorship, A. E. F.

The STARS & STRIPES won for itself an imperishable place in the history of both the country and newspaper journalism.

We all know about the STARS & STRIPES. How the soldiers loved it. How the whole world chuckled over it, quoted it, applauded it, wept over it.

But DO we know that it was one of the most remarkable successes among newspapers of any country or any time? That its circulation reached 530,000 copies weekly? That when it sounded taps, it turned over to the United States Government, in money and in property, $700,000? That it flourished under every conceivable handicap? That it conquered unbelievable difficulties in problems of production, circulation, censorship, century-old precedents? That it cemented into one vast army, with a sense of common purpose, three million men? That after the war, hundreds of thousands of copies of books were sold made up of material that first appeared in its columns?

All this, and much more of similar interest Major Stone has written out of the experience of the men who carried on this most remarkable achievement by American newspaper men in Wartime France.

Watch For This Story

And tell your newspaper and Ex-Service men friends about it NOW—so they can read it in these two issues.

On sale at principal newsstands in 90 cities at 10c a copy. Orders may be left with any responsible newsdealer. Or copies may be had at the same price, postpaid, from the publishers,

EDITOR & PUBLISHER

Suite 1700, Times Building, New York

REPRESENTING THE NEWSPAPERS

O. C. Harn of A. B. C. Calls Specials "Balance Wheels of Publishing Field"—Gessford Planning Dinner for Agency Men—L. J. Delaney Now with W. W. Chew

THE special representative is a "balance wheel" in the publishing and advertising field. His important work is to steady the views of his principals with disinterested advice. He is bound to play a big part in the development of sounder business practices. These were some of the thoughts expressed by Orlando C. Harn, managing director of the Audit Bureau of Circulations, when speaking April 11 at a luncheon of the Newspaper Representatives Association of Chicago, held at the Woman's City Club.

George Noee, of Cone-Rothenberg-Noee, president of the Association, presided. The Chicago Association vies with the New York association for first place in point of size among the special representatives' organizations of the country. It has 53 members who act for 700 newspapers, published outside of Chicago. It is estimated that about 80 per cent of these belong to the Audit Bureau of Circulations.

"The special representative is a very valuable factor in working out improvement in publishing and advertising conditions. While he represents the publisher and therefore naturally has the publisher's point of view, he is in a position to take a broader view than the individual publisher on specific problems. This is because he has the interests of several principals at heart. He can see how they all would be affected if the pet plan of some one of them should be made effective generally.

"In this way he acts as a balance wheel. His detached viewpoint is valuable to the particular publisher with whom he feels himself forced to disagree, for he can save his principal from making disastrous mistakes. The close associates of that principal may be 'yes men', either because they wish to curry favor or because they honestly and naturally see the thing from the same narrow viewpoint of the boss. But the special representative dares not be a 'yes man,' because agreement on a certain pet plan of one principal may lead him to do his other principals an unpardonable injury.

"I look to see the special representatives play a big part in the development of sounder practices which I believe is already underway."

J. Douglas Gessford, general manager of Newark Suburban Newspapers, a special agency, is planning a dinner to be held at the Down Town Club in Newark about the end of this month for the newspaper publishers he represents and the advertisers and agency men in the Newark territory. Newark Suburban Newspapers was organized by Mr. Gessford last November when he resigned as publisher of the *New Jersey Freie Zeitung*. Associated with him is John A. Dey, former advertising manager of the New Jersey Freie Zeitung. His agency now represents a list of nearly 30 New Jersey dailies in the Newark suburban area.

L. J. Delaney, formerly space buyer of the Thresher Service, Inc., New York advertising agency, is now associated with W. W. Chew, newspaper representative in New York. Mr. Delaney was at one time eastern manager of the Audit Bureau of Circulations and has also been connected with Dorrance Sullivan & Co., and the F. Wallis Armstrong Company, Philadelphia.

The *Wilkes-Barre* (Pa.) *Sunday Independent* has appointed Hamilton-Delisser, Inc., as national advertising representatives, effective May 1.

W. E. Stevens, president of the *Pomona* (Cal.) *Progress-Bulletin*, has announced that M. C. Mogensen & Co. will be the national advertising representatives of the paper which was consolidated last week.

Charles E. Miller, publishers' representative, will move April 18 from 225 Fifth avenue, New York, to the Times Building at 42nd street and Broadway.

Business for newspapers this year will be good but more spotty than last year in the opinion of Leicester DeLisser, of Hamilton-DeLisser, Inc., national advertising representatives. Mr. DeLisser said he had made a check of his client newspapers and found that the average gain for the first three months of this year had been 18 per cent over last year. There are 30 newspapers on this agency's list.

Robert V. Merrick, formerly of the advertising staff of the *Boston Herald-Traveler*, has resigned to join the George A. McDevitt Company. He will represent the Boston Herald-Traveler, *Cleveland News* and *New Orleans Item-Tribune* in the New York office of the McDevitt company.

Powers and Stone, Inc., Chicago, has been appointed by the publishers of *Screenland* as their Western representatives. These same representatives will handle Screenland in New England, which will be covered by John Powers. Howard P. Stone will have active charge of Screenland's representation in the West, with headquarters in Chicago.

"When in Rome do as the Romans do" is no longer advice; it's a command.—*Wall Street Journal.*

SPENDER GIVEN FELLOWSHI

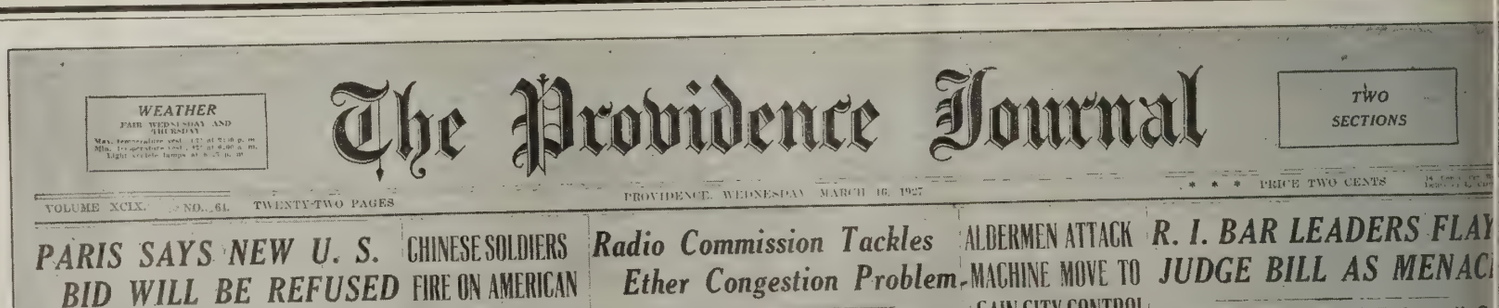
Will Study U. S. Journalism as W Hines Page Fellow

J. Alfred Spender, former edito the *Westminister Gazette*, will be tn ond British journalist to visit the U States to study American life an American press under the auspic the English-Speaking Union, it wa nounced Wednesday at a luncheo the Committee on Our American paper Fellowships of the Union. will hold the first Senior Fello Thomas T. E. Cadett, former su tor of the *London Times*, hold Junior Fellowship. Both fellowshi in memory of Walter Hines Page

In announcing the first recipie the Senior Fellowship, Sir Ca Stuart, vice-chairman of the co-ope British committee which nominat Fellows, said that in co-operation the English-Speaking Union of the ish Empire, the *London Times* ha provided a reciprocal fellowship to a young American journalist to s year similarly in Great Britain.

Mr. Spender will arrive in New next October for a three months' s





LINOTYPE IONIC No. 5

One of the 225 newspapers that have adopted Linotype Ionic No. 5, the new type-face that combines greater legibility with the same or a greater word count.

TRADE LINOTYPE MARK

Mergenthaler Linotype Company

CANADIAN LINOTYPE LIMITED
TORONTO, CAN.

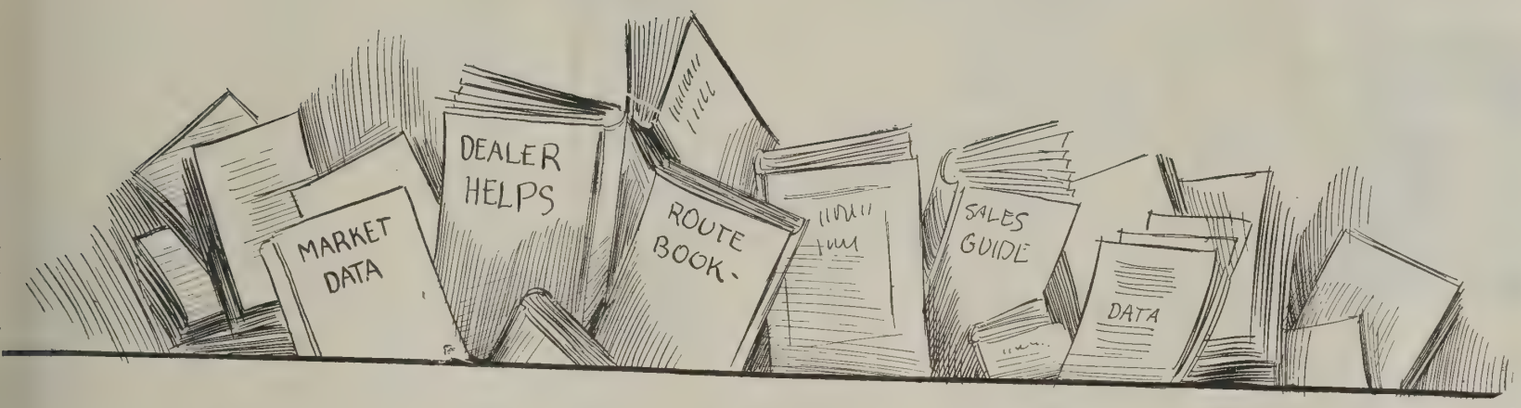
Brooklyn, New York

CHICAGO SAN FRANCISCO
NEW ORLEANS

REPRESENTATIVES IN THE PRINCIPAL CITIES OF THE WORLD

LINOTYPED IN THE CLOISTER FAMILY AND NARCISS EXCEPT HAND SET TITLE LINE

Do Your Salesmen need help in Pennsylvania?



IF your salesmen only touch the high spots when selling in the Pennsylvania Market, you are unquestionably losing thousands of dollars' worth of business annually.

Why don't you enlist the aid of these newspapers listed below? They all have excellent merchandising departments and they can help your salesmen reach all the buyers in their respective territories. They are in constant touch with the dealers and the jobbers. They know them personally and enjoy their confidence.

The newspapers can furnish you with trade lists. They can tell you what dealers favor window displays. They can show you how to cover the territory quickly and economically. In other words, they can help you sell your goods to the dealer and consumer. They are waiting for your inquiry. Do not hesitate to write them.

		Circulation	2,500 lines	10,000 lines
**Allentown Call	(M)	34,660	.11	.11
**Allentown Call	(S)	23,813	.11	.11
††Beaver Falls Tribune	(E)	7,141	.03	.03
†††Bethlehem Globe Times	(E)	13,272	.06	.06
††Brownsville Telegraph	(E)	7,818	.04	.04
*Chester Times	(E)	19,742	.09	.07
†Coatesville Record	(E)	6,834	.035	.03
*Connellsville Courier	(E)	5,652	.02	.02
**Easton Express	(E)	34,476	.10	.10
**Erie Times	(E)	30,594	.08	.08
††Greensburg Tribune Review	(EM)	14,800	.05	.05
††Hazleton Plain Speaker / ††Hazleton Standard-Sentinel	(E) / (M)	20,582	.08	.07
*Mount Carmel Item	(E)	4,340	.0285	.0285
**Oil City Derrick	(M)	6,903	.04	.04
**Pottsville Republican and Morning Paper	(EM)	15,887	.08	.07
**Scranton Times	(E)	43,000	.13	.12
*Sharon Herald	(E)	7,456	.0357	.0357
**Sunbury Daily Item	(E)	5,922	.035	.035
*Warren Mirror-Times	(ME)	9,291	.043	.043
*Washington Observer and Reporter	(M&E)	17,384	.06	.06
††West Chester Local News	(E)	11,941	.04	.04
**Wilkes-Barre Times-Leader	(E)	26,442	.08	.06
††Williamsport Sun and Gazette & Bulletin	(ME)	29,931	.09	.09
†York Dispatch	(E)	19,955	.05	.05

*A. B. C. Statement, Oct. 1, 1926.
**A. B. C. Statement, March 31, 1927.
†Government Statement, Oct. 1, 1926.
††Government Statement, March 31, 1927.
†††Government Statement, March 31, 1926.

CLASSIFIED ADVERTISING

Entertaining the Readers of Promotion Advertisements—Daily Prepares Book on "How to Answer a Want Ad"—Do You Tell Prospects About "Protective Unknowns?"

TO make the advertisements so clever that they will be read because of the entertainment they give independent of the purpose they serve is the idea behind a daily feature of the *Baltimore Sun* and the *Evening Sun* setting forth the efficacy of the classified advertisements of these papers.



RICHARD Q. YARDLEY

And the ads turn the trick.

All the cleverness the pencil of the artist can put into the line cuts run at the top of the daily copy is used to attract the eye. Richard Q. Yardley, creator of the strip illustrating the history of the World War, makes the drawings.

The text, set in a modification of what is called "fifty-word technique" is sharpened by the wit of the writer for the purpose of making the words tell a story which anyone will read for the fun he gets out of reading it, whether he has any idea of using the classified advertising columns or not. The copy is written by Charles Douglas Sergeant, who got his training in the reportorial departments of the Sun and the Evening Sun.



CHARLES D. SERGEANT

The feature has become one of the most entertaining of the two Baltimore papers. People read it just for the fun they get out of it. By this means the classified advertising columns, their uses and their efficiency is written into the commen mind of the community of Baltimore.

Following are some examples of the work:

A cartoon of Thor, the thunder god, dashing madly over the clouds in his chariot, with the following text:

"Thor was a Norse God
Of Mythology.
"When it Thundered it was
reputed to be Thor driving
his Chariot across the Skies.
"According to legend he
could stir up more noise
than a modern radio.
"Down at 414 Key Highway
the other day Thor's
thunder was put to shame.
About 60 Sunpaper Classified
Readers were thundering
into the offices of Mr.
F. A. Lazenby.
They were answering an ad
Mr. Lazenby had placed in
the Help Wanted Columns of
the Sunpapers for a salesman.
Out of the scramble, Mr.
Lazenby secured his
salesmen and is well satisfied
with his Sunpaper results.
Let the Help Wanted Columns
of the Sunpapers settle
your help problems.
Just lift the receiver
and phone Plaza 7700.

To advertise the value of the Business Opportunity Columns, the following copy was offered:

Dame Opportunity
knocks but once they say.
Not so out at 724
Washington Boulevard.
Mr. H. M. Sandrock, who
resides at the above
address, is convinced
that she will knock a
dozen times if she is invited.
He issued her an
invitation through the
Business Opportunity
Columns of Sunpaper Classified.
Mr. Sandrock wanted to
rent the Silver Creek
Lodge, on the Annapolis Blvd.
Dame Opportunity answered
his invitation, twelve strong
in the form of replies to
his advertisement.
Invite Dame Opportunity
to knock on your door
through the Business
Opportunity Columns of
Sunpaper Classified.
Mr. Sandrock found his
results extremely satisfying.
Phone Plaza 7700.

The fact that human interest can easily be found in classified advertisements is plainly shown by this copy which appeared recently, cleverly illustrated:

Vivisectionists had
been abroad on
North Calvert Street.
The huge wooden
Indian that stands
in front of the
cigar store at 356
N. Calvert St. lost
an arm around Christmas.
Mrs. E. Boettigheimer
who owns the cigar
store and its wooden
advertisement, wanted the
missing arm back in
its proper place.
So she placed a
small advertisement
in the Lost and Found
Columns of the Sunpapers.
The finder of the arm
saw the advertisement
and returned the
missing member to her
the other day.
"Am very glad to
have it back," she says
An advertisement in
the Lost and Found
Columns of the Sunpapers
is the surest method
of letting the finder,
of *anything* that you
lose, know how to return
it to you.

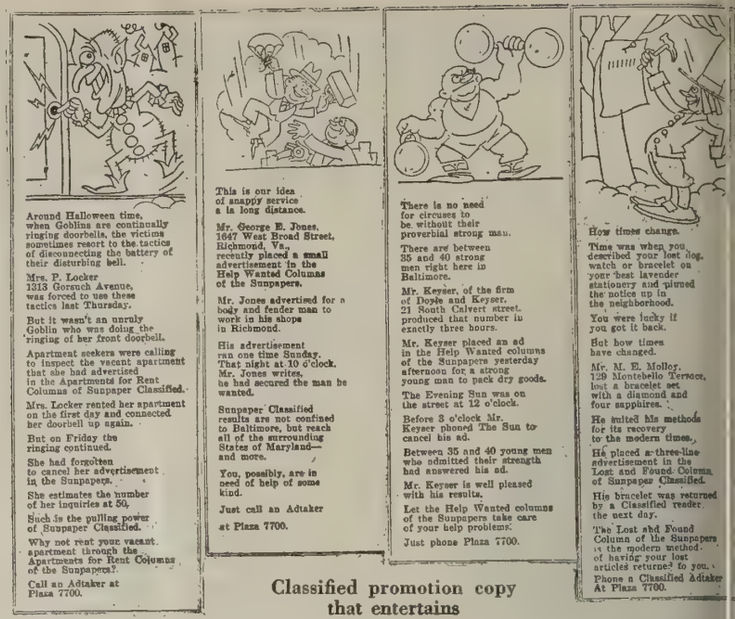
L. L. Heaton, classified advertising manager of the *New York Herald Tribune*, has had a circular printed under the title of "How to Answer a Want Ad." In this example of service to classified customers, the two selling points put across are: "If you need a position or if you feel you are ready for a better position than the one you now hold, consult the New York Herald Tribune." The advice on answering want ads includes suggestions on neatness, completeness, conciseness, proper order, ability, personality, references, and how to mention your last job.

Samples of good and bad letters are reproduced. Mr. Heaton, in a concluding paragraph, offers to give advice in person or by letter to anyone applying to him at the Herald Tribune office.

In classified solicitation do you ever tell prospects about the "protective unknowns?"

C. W. Horn, classified advertising manager of the *New York American*, has defined this expression as follows:

"The protective unknowns are the many things that enter into the advertising equation and that actually preserve classified advertising for everyone by the inability of any few to monopolize its value through the discovery of some secret formula that guarantees results. The one great utility of classified is that no barriers of discrimination can be raised by a few to affect its value to the many."



Around Halloween time, when Goblins are continually ringing doorbells, the victims sometimes resort to the tactics of disconnecting the battery of their disturbing bell.

Mrs. P. Locker
1313 Gorsuch Avenue,
was forced to use these
tactics last Thursday.

But it wasn't an unruly
Goblin who was doing the
ringing of her front doorbell.

Apartment seekers were calling
to inspect the vacant apartment
that she had advertised
in the Apartments for Rent
Columns of Sunpaper Classified.

Mrs. Locker rented her apartment
on the first day and connected
her doorbell up again.

But on Friday the
ringing continued.

She had forgotten
to cancel her advertisement
in the Sunpapers.

She estimates the number
of her inquiries at 50.

Such is the pulling power
of Sunpaper Classified.

Why not rent your vacant
apartment through the
Apartments for Rent Columns
of the Sunpapers?

Call an Adtaker at
Plaza 7700.

This is our idea
of snappy service
a la long distance.

Mr. George E. Jones,
1647 West Broad Street,
Richmond, Va.,
recently placed a small
advertisement in the
Help Wanted Columns
of the Sunpapers.

Mr. Jones advertised for a
body and fender man to
work in his shops
in Richmond.

His advertisement
ran one time Sunday.
That night at 10 o'clock.
Mr. Jones writes,
he had secured the man he
wanted.

Sunpaper Classified
results are not confined
to Baltimore, but reach
all of the surrounding
States of Maryland—
and more.

You, possibly, are in
need of help of some
kind.

Just call an Adtaker
at Plaza 7700.

There is no need
for circuses to
be without their
proverbial strong man.

There are between
35 and 40 strong
men right here in
Baltimore.

Mr. Keyser, of the firm
of Doyle and Keyser,
21 South Calvert street,
produced that number in
exactly three hours.

Mr. Keyser placed an ad
in the Help Wanted columns
of the Sunpapers yesterday
afternoon for a strong
young man to pack dry goods.

The Evening Sun was on
the street at 12 o'clock.

Before 3 o'clock Mr.
Keyser phoned The Sun to
cancel his ad.

Between 35 and 40 young men
who admitted their strength
had answered his ad.

Mr. Keyser is well pleased
with his results.

Let the Help Wanted columns
of the Sunpapers take care
of your help problems.

Just phone Plaza 7700.

How times change.

Time was when you
described your lost dog,
watch or bracelet on
your best lavender
stationery and pinned
the notice up in
the neighborhood.

You were lucky if
you got it back.

But how times
have changed.

Mr. M. E. Moller,
129 Montebello Terrace,
lost a bracelet set
with a diamond and
four sapphires.

He suited his methods
for its recovery
to the modern times.

He placed a three-line
advertisement in the
Lost and Found Columns
of Sunpaper Classified.

His bracelet was returned
by a Classified reader
the next day.

The Lost and Found
Column of the Sunpapers
is the modern method
of having your lost
articles returned to you.

Phone a Classified Adtaker
At Plaza 7700.

Classified promotion copy that entertains

An exceptional run in classified advertising for this time of year is reported by J. O. Liebig, classified advertising manager of the *Lancaster* (Pa.) *Intelligencer*. A recent edition of the Intelligencer carried nearly seven pages of classified, including classified display, a new high record for this paper.

The members of the rental section of the classified advertising department of the *Los Angeles* (Cal.) *Examiner*, held a banquet and entertainment April 9. The affair celebrated a record volume of rental advertisements carried in the Examiner.

Gordon E. Blade, who recently resigned as manager of the classified advertising department of the *Fresno* (Cal.) *Republican*, has taken charge of advertising and sales for a Fresno firm dealing in farm machinery.

NEWSPRINT PRICE UNCHANGED

International Paper Company Makes Annual Report

There will be no change in the newsprint contract price for 1927, Archibald R. Graustein, president of the International Paper Company, announced this week. The present price is $65 a ton.

"Overproduction, or rather excess capacity for newsprint production, will result in newsprint mills being run at a considerably lower average in 1927 than in 1926," Mr. Graustein said.

Net earnings of the company and its subsidiaries amounted to $3,275,000 in 1926, equal, after preferred dividends, to $2.15 a share on common stock, compared with $2,550,301 or $1.14 a share in 1925. Gross sales last year were $60,177,334 against $51,379,070 the year before. Total production of paper was 740,142 a new high record. The increase earnings were made despite a redu in the price of newsprint from $70 to $65.

HOWELL NAMED TO COMMIT

Clark Howell, editor of the A Constitution, was this week nam member of a committee on Pardon, bation, Penal Laws and Institutional rection of the National Crime Co sion. The appointment was mad former Gov. Frank O. Lowden linois.

Another mystery is how the men white-collar jobs can afford to have laundered.—*El Paso Times.*

Our Customers Write Our A

EUGENE, OREGON, MORNING STAR Says—

"We are running a color com as well as using color on cu and ads, and the flexibility our DUPLEX TUBULA press in this feature is a stron point for it."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press C
BATTLE CREEK, MICH

The Evening Journal

KILLS CITY MARSH LAND TA
ALISTS SHIFT ATTACK TO

Now Set In

TRADE LINOTYPE MARK

Ionic No. 5

MR. EDITOR:
You can increase circulation with *Motion Pictures!*

Bass has shown dozens of newspapers how to use motion pictures in conjunction with local events. Pulls big!

Write today for information

about the marvelous new B. & H. Eyemo. Automatic hand-held camera for professional motion pictures. Also detailed data, cost of producing and free catalogues.

Bass Camera Co.
109 North Dearborn Street
EYEMO DIVISION CHICAGO, ILL.

Sell COLUMBUS *and the* G·C·O·M

During 1926 The Columbus Dispatch carried more agate lines of paid advertising than any other Ohio newspaper.

Advertisers who use The Daily Columbus Dispatch are guaranteed a total net paid circulation of 106,814. . . . . Many, many thousands more than any other Columbus newspaper.

Dispatch
OHIO'S GREATEST HOME DAILY

SESQUI PUBLICITY MAN "CONFESSES ALL"

(*Continued from page 5*)

le from killing themselves by slipping olished floors.

In columns of propaganda from the mittee on Public Relations of the ern Railroads.

lo long pages from the American mobile Association. Pure folderol.

irty-nine typrewritten pages from the d Advertising Corporation of llo, playing up their pet automobiles.

e pages of motor truck "news" the Republic Motor Truck Com- containing complete specifications.

ee pages from the Modern Science tute on "Scientific Air Condition- bidding for space under the head- "Monkeys Exult with Lions over Climate for Zoo."

page, a regular arrival from Lon- playing up the Savoy Hotel under eading: "Try this way of mak- our cocktails last—Strange cere- in London."

ee pages of unsigned copy in which unlop tire people attempt to grab column.

ull page from the press agent in r National Park on "Squaws in ers."

ee pages on the Cadillac.

pages on the Swiss Industries ith a signed letter from a consular in New York.

e pages from the National Associa- f Travelers Aid Societies.

startling page from the Women's Union demanding the recall of all forces in China.

e pages of bla bla from the al Community Foundations—what- at may be.

contributions (?) labelled "News " from the Carnegie Institute of logy.

pages from the "Press Aid De- nt" of the United States Lines, aboard ocean liners.

merable clip sheets from various nes.

rtising in the guise of news from nmissioners of the Palisades Inter- ark.

umn and a half from the American Joint Distribution Committee on an War Orphans.

just a score of others.

a single one of these things, by ok or crook can be classed as honestly entitled to consideration. , lots of it gets by in many offices. w days ago a piece of copy came from the Inter-Ocean Syndicate ago. It was a page story on the ute earnings of various persons e laborer to the president. It f the value of minutes but the as hidden away in the mention lock-makers of the United States necessity of having a clock in m in the house.

tory itself, with the clockmakers wasn't bad, and we used it that t imagine my surprise the next n I saw the story in its original another newspaper under an ine. The mighty A. P. falling ress agent—a little astounding, so astounding after all when I k upon the Sesqui days and re- the A. P. fell for a good many reams of my own propaganda, crude as it was.

It just goes to show that there is no complete immunity from the space grabber. Eternal vigilance is the only price of safety.

In analyzing this press agent stuff from the editor's viewpoint, one must remember first of all that the publisher is downright unfair to the legitimate advertiser who pays money for space, if he permits the press agent to get the same thing for nothing, for competing firms and organizations.

If one company pays so much a line to tell the story about its automobile, why should another manufacturer who perhaps does not advertise, be permitted to sneak in free with the same story in another form?

I have had newspaper men tell me that it is difficult to draw the line between press agent stuff and legitimate news and features. But I cannot agree. There is a simple rule which adequately covers the situation and it is this:

First, be suspicious of every sheet of strange copy.

Second, delete trade names, manufacturers' names, all mention of pet ideas and schemes, and if there is anything left, toss it in the w. p. b.

The radio broadcasters today are among the worst offenders in this nation-wide attack upon the news columns of this country. I have been informed on excellent authority that the high-powered salesmen for the radio broadcasting concerns have the gall to guarantee; guarantee, mind you, that in addition to the time on the air, the advertiser will get a minimum of so many free mentions of his name in the printed radio programs as carried in the newspapers.

These radio space grabbers are one of my own particular pets, and never a week goes by that the Happiness Boys, the Eveready fraternity, the Society for the Prevention of Cannibalism in Africa and all the rest of them don't get knocked for six rows of blue-penciled loops.

And the thing I can't understand about it is the bucket of tears which the radio editor sheds over the deletions. He seems to think that the paper will go to the dogs; that no one will read his stuff. But the notion strikes me that it is high time to call a halt to the Jesse James boys who sneak in through the radio columns, especially when they have the men of our own staffs in a mood like this.

Radio editors everywhere have gotten away with murder in the past, and the radio space thieves have become unusually brazen in the face of this situation. Just recently in my own radio man's heart-to-heart talk with his fans, I ran across a paragraph in which he not only mentioned by name the make of meters he used in his test work, but added on top of it that they were the best in the world.

And this radio man, who would gleefully murder a press agent in any other field, isn't yet convinced that his meter talk wasn't a legitimate piece of news.

It has required constant battle, but I believe our own radio columns today are as clean as the well-known driven snow, and give a fair and square break to those concerns and individuals who legitimately use our space.

Another constant menace is the movie theatre and the never-ending request for free reading notices to accompany advertisements. I know of one newspaper which continues to print these notices free, but with a step in the right direction, by putting them under a head—"What the managers say about their shows."

Not many newspapers have gone that far but still fewer can match the little system we have on the Herald of billing the theatres at regular rates for the space consumed by movie readers. It took nerve, you will agree, and a little battling to break down the traditions of years in this respect, but after all, a little nerve can accomplish wonders. The only falling off we have noticed is in the number of "Annie Oakleys" which arrive in the Monday mail. If the editors and publishers would show half the nerve the press agents show, the great publicity racket would go to the dogs in no time at all.

If it is legitimate to give a theatre advertiser a few "sticks" of free space just because he runs an ad, then how can a publisher honestly draw the line when the butcher, the baker, the furniture store, the garage, and all the rest of the gang come running in with the same request?

Our solution of the problem was to draw no distinctions and the result has been a newspaper divided honestly and cleanly into two sections—advertising and news; fair to the advertiser and fair to the reader.

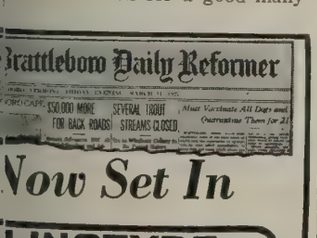
The free half-way stuff has been done away with. We simply don't stand for it, and if the advertising men cannot sell an ad without giving away a premium in the shape of free space, then we don't want the ad.

After more than a year as a publicity "expert," my fellow agents upon learning that I was to return to an honest living, indicated their belief that henceforth I would be extremely partial to the "men of vision" and the stuff they created.

But they guessed wrong. This is my period of atonement, my era of rock 'em and sock 'em, in which I crave the forgiveness of sins and the resurrection of an honest-to-goodness line between news and advertising.

If you want to lick the press agent menace, this thieving of space, just remember the formula of my old boss, Bob Bentley—

And if it sticks, print it!



Now Set In

LINOTYPE MARK

nic No. 5

now over
300,000
Daily and Sunday
Average Circulation
NEW YORK
Tribune
Herald

From the Linotype Mailbag

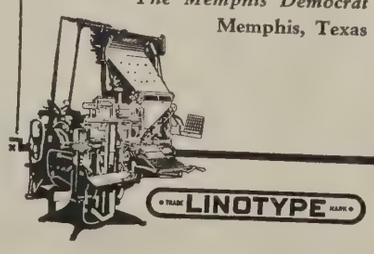
PROMPT SERVICE

700 Miles from New Orleans in 28 Hours

Allow us to congratulate you upon prompt service rendered from your shipping department. We telegraphed for a machine part at 2 p.m. Friday and received same Saturday night at 6:40. We are located a distance of approximately seven hundred miles from New Orleans.

Service of this kind is indeed appreciated and will help to hold the Linotype in the lead. We thank you.

The Memphis Democrat
Memphis, Texas





Steady Increase

The York, Pa., Gazette & Daily had an income from national advertising in 1926 three times as large as their income in 1920.

The rugged strength and character of this paper have made this record possible.

Howland and Howland

Newspaper Representatives
New York Chicago Phila.

"Fair Dealing begets good feeling"

CLIP HERE

Howland and Howland,

New York Office,
393 Seventh Avenue
(Equitable Life Bldg.
Opposite Penn Station)

Gentlemen:

Please send some one to study our field and give an opinion regarding our possibilities for national advertising.

Name .....

Address .....



SHOP TALK AT THIRTY



By MARLEN PEW

AN editorial writer, always a rather contemptuous critic of the garden variety of reporter, recently compared the versions carried by a number of New York newspapers on a single event. All were different, yet in our view all told the same story. When Kerensky stepped out on a platform to make a speech a woman approached him with a bunch of flowers in her hand. Instead of pinning the rose on him, however, she slapped his face. The news reports written of this incident differed in detail. Some said she slapped him twice. Some said he stood as if dumbfounded. Some said he staggered backward, as if to fall. His face was pale or his face showed no trace of emotion. The editorial writer evidently sought to show that the reportorial art is not highly developed, that newspapers cannot be trusted to tell the exact truth even when the news is evidential or that no two men can describe the same thing alike.

* * *

THE fact is that men do not write identical descriptions, often not even similar descriptions, of events occurring in their view because men do not see the same things, or the same things alike. Good observers see more than poor observers. The higher the intelligence the more one sees. The woman may have struck Kerensky twice, or once. If she struck him but once the repeat slap that some described was an exaggeration. But the truth probably is that she struck him twice and only a few saw the second swipe. The woman hated Kerensky for a supreme reason in feminine psychology—her lover, a Czarist officer, had been killed by Kerensky's forces during the revolution. Since the opportunity was there to strike twice we are inclined to believe, in the circumstances, that the double blow version was correct. How Kerensky took the blows was, of course, subject to varied interpretation. If two thousand people witnessed the incident there would, no doubt, be two thousand descriptions of the degree to which his face turned pale or red and whether he stepped back as if about to fall or stood his ground like a courageous man.

* * *

AN amusing indoor game is to get a roomful of people attempting to describe an incident which all have witnessed. The result of such an experiment is a tip-off on the descriptive powers of these amateur reporters. It is astonishing how much more some will see than others. In such a test a woman entered a room, sat for a moment in a chair and departed. A business man described the action as follows: "At 9:14 p. m. Mrs. Blank came into the room. She sat down and then went out." But a talented 16-year-old girl wrote two hundred words to describe the action. She pictured Mrs. Blank and her surroundings. She remembered how she had sat in the chair, with grace and dignity. The quality of her step, the fleeting expressions on her face, her dress and ornamentation all impressed the child and she accurately described them. Perhaps the business man thought the little girl a bit of a faker, but she had only seen more than he. Test the descriptive qualities of the children of your circle by playing this game at the dinner table. Some surprises may await you indicating how active or faulty are your own powers of perception.

* * *

GOOD stories go to the chopping block in every office every day because many reporters do not get under the facts, have no descriptive ability, work under severe space limitations or are chilled by the snap judgments of editors and copy readers. To many reporters the art of picturing events is rarely or ever exercised. Story writing is merely filling in the names, addresses and bare facts as if on a form. There are plenty of successful newspapers that never publish colorful stories and their editors have a right to challenge me, but I still believe that a good story, well told, is the best blood of the newspaper.

* * *

ALFRED T. NEWBERRY recently wrote a description of a negro hanging which was remarkable for detailed reporting. Mr. Newberry does not reveal whether he was an actual spectator or got his story from a *Baltimore Sun* man whom he merely identifies as "John." But his story possesses unusual qualities and if he wrote it from imagination he is a wizard. The negro had been convicted of the atrocious murder of a Goucher College student and the hanging was scheduled to occur in the Baltimore county jail, located at Towson, Maryland. Following is Mr. Newberry's account, written for "Shop Talk."

* * *

"REPORTER JOHN was selected by the Baltimore Sun to cover the story. John had never seen a hanging and after work, at midnight, he loafed about town awaiting the hour when he should start the eight-mile drive to the county seat and witness the event, due to occur at sunrise. Two other staff men, Richard L. Field, now of *New York Herald Tribune*, and Richard S. Dodson, Jr., of *New York Graphic*, were also to attend. After eating in an all-night dairy lunch-room the three started in one of the Sun's flivvers for Towson.

* * *

"SHERIFF BROWN went to his bed at 11 o'clock, a tired man. He had instructed his wife to call him at four and had sent final word to the lone guard to keep a watchful eye and have coffee ready in the morning for the newspaper boys and especially invited guests. The guard spent the night in a lounging position on a chair, facing the cells.

"Friday was an important day on the calendar at Towson. A negro was to hang in mid-air in the jail-yard at sunrise for attacking a college girl. The negro slept soundly in the first cell during the night. A knock on the door resounded above the assorted tempos of snores of prisoners and the guard. The latter stirred. Another knock fully awakened the keeper. A man stepped into the prison. He was a reporter. Showing his credentials he took a chair. The guard seemed slightly disgruntled. The condemned man turned over. Guard and reporter looked into the cell. The condemned man was still sleeping. Hours dragged on, as hours will. More reporters arrived. The ante-room began to fill up. Presently it was announced that no more would be permitted to enter. Those on the outside began to show all sorts of credentials. Some said they were deputy sheriffs, others relatives of the sheriff, others friends of influential persons. The guard held ground—no more!

* * *

"DAY broke. Hundreds had gathered outside. It became a happy throng, laughing, singing, whistling. The prisoner continued to sleep sound. The voices of the reporters, the deep roars of the guard, the excited voices outside had no effect. A Baptist and a Presbyterian minister entered and were permitted to go beyond the barred door. They stood in front of the condemned man's cell, waiting for him to stir. A man brought in a basket of food from a restaurant, the prisoner's last meal. The form in the cell remained motionless. No one dared awaken him.

* * *

"THE sun rose high in the heavens. Many of those in the crowd outside became boisterous. They were y-



If Quality
of circulation is your first consideration
The Evening Star
With Sunday Morning Editions
Washington, D. C.
will have your preference—same as it has the preference of practically everyone in the National Capital.
The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.
N. Y. Office—110 E. 42nd St.
Dan A. Carroll
Chicago Office—Tower Building
J. E. Lutz

20,276,943
1926 advertising linage
18% increase January, February 1927 over same period 1926.
EVENING COURIER
MORNING POST
Camden, N. J.
Story, Brooks & Finley, Nat. Rep.

Buffalo, The Wonder City of America
Buffalo—a profitable Market for Advertisers
Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the
BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo Homes
EDWARD H. BUTLER
Editor and Publisher
KELLY-SMITH COMPANY
Representatives
Marbridge Bldg. New York, N. Y.
Atlantic Bldg. Philadelphia
Tribune Tower Chicago, Ill.
Waterman Bldg. Boston

Detroit
Fourth Largest City
Complete coverage with one paper.
The Detroit News
Offers advertiser unusual opportunitie

Thorough Coverage in One of th World's Richest Buying Centers—Coupled with the Ability t Produce Results
Pittsburgh Gazette Tim
(Morning and Sunday)
AND
PITTSBURGH CHRONICLE TELEGRA
(Evening except Sunday)
These newspapers in News and Adve tising have the confidence of th readers.
Their readers have the power purchase.
Sold Singly or Combined
URBAN E. DICE, Nat'l Advg. Mgr. Gazette Square, Pittsburgh, Pa.
E. M. BURKE, Inc., 1457 Broadway, New York. 122 S. Michigan Blvd., Chicago. Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL COMPANY, 742 Market Street, San Francisco, Ca Times Bldg., Los Angeles, Cal. White-Henry-Stuart Bldg., Seattle, Wa

Peoria
The Try-Out Cit
THE PEORIA
JOURNAL
Transcrip
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

g that they had to go to work and anted to know how much longer they ist wait. The prisoner awakened. He ered through the bars, smiling to eryone. All looked at him with hor-r. 'I am not a bit hungry,' he an-unced, stretching himself, 'give that eakfast to the white man in the next l.' The basket was carried to the ad-ning cell and the food was placed at opening where the white man could ich it. But he huddled in the far cor-r of his cell. All eyes were on the gro. He dressed in new clothes that relatives had brought to him. The nisters entered the cell, the guard lock-them in. The clean-shaven sheriff eared and began serving the coffee all who could drink. Spoons iked against the cups. The prison s hushed by a song in the first cell, ius, I Come.' The sheriff remarked the newspaper men, 'That's him, the d one.' The singing continued. The wd outside found a leader and began tear down the improvised scaffold en-ure. The crowd demanded that the oner be brought out.

* * *

HEADS were bowed in the sheriff's ante-room. 'He was a good pris-r and I did everything to make his days comfortable,' said the sheriff. re were tears in his eyes. He sobbed id. A couple of reporters pulled out dkerchiefs ostensibly to wipe their s but let them slip across their eyes. ministers asked to be released from cell. They were. They told the rd that they were ready. He told the iff. The sheriff said, 'All right.' where's the hood and straps?' asked guard. 'That's right,' acknowledged sheriff, who pushed his way through reporters and witnesses to reach age on his desk. He unwrapped the k death coverings and handed them to guard. They were fastened. The isters resumed singing, the negro's r voice joining in. They all marched n the walk leading to the rear exit. sheriff opened another door and an-nced to the crowd outside, 'He's com-

* * *

T was 7:30. The crowd outside had thinned some. Many had left to c in the fields or factories. The re-ining crowd was disorderly. They d the prisoner. Up on a hill, in the nce, some of the society clique could en astride horses. They were look-down into the jail yard. The crowd d close to the scaffold. Some yelled some cursed. Sheriffs wrestled with of the more unruly. The prisoner about to follow the Baptist minister ie steps of the scaffold when a man, ger in town, who is paid to pull asked 'Where's the rope?' A h was made for the sheriff. He was l in the jail, giving certain favored ners an ideal location from which to the execution. 'The rope, sheriff; want the rope,' said a self-appointed nger. 'That's right,' replied the ng Mr. Brown and he hurried to ffice and handed the messenger a f hemp. The man carrying the rope ed a cheer as he appeared. The g was resumed. The man with the said, 'I beg your pardon' as he d in front of the negro to get to caffold steps. He hastened up and to adjust the noose. 'How tall is he called down. Someone replied, 'About five foot, eight inches.' Minutes passed. The crowd taunted the prisoner. A couple of drunken men started to push toward him, but others held them back. The noose was fixed and the man on the scaffold beckoned. The prisoner, holding the hands of the two ministers, one leading and one following, ascended the steps. The noose was applied. The hood was now drawn down tight over his head, eclipsing a smile. The negro was told to move over on the trap. He did and his heels clicked together. Both ministers were reading different verses from Bibles when the trap was sprung. Three times the body was lowered. Each time physicians stepped up and listened and said the man was still alive. The driver of the hearse started his engine. 'Don't go away now, he'll be dead in a few minutes,' the sheriff yelled. The driver answered he was only warming up his motor.

* * *

"JOHN remembered the space all of the papers, except one, had given the previous hanging. It was that of Isaiah Fountain in Easton, on Maryland's Eastern Shore. He knew the circumstances in this case were almost parallel to that in the Fountain case. Fountain was a negro. He had attacked a white girl. John returned to the office but the editor said 'Just give it a stick.' The article merely stated the man was hanged and gave the time the trap was sprung and when he was pronounced dead.

* * *

"IT seemed as if the old *Baltimore Star* were a poignant spectre at the Towson hanging for it was this paper, pride of the late General Felix Agnus, which exposed the cruelties imposed upon Isaiah Fountain and brought about the law concentrating all hangings in the state of Maryland at the Maryland Penitentiary."

FASCISTS CONTROL

Only Those Enrolled in Party Will Work Under Recent Ruling

Further regimentation of newspaper men of Italy by the Fascist regime has been effected so that only newspaper men regularly listed as holding permission to practice their profession and who are enrolled in the Fascist party will be allowed employment, according to David M. Church, foreign editor of International News Service.

A recent decision of the Directorate of the Fascist party divides the Italian press into two camps.

The Fascist Secretary-General will admit into the first camp only those newspapers which "by their origins, their activity on behalf of the cause, the political faithfulness of their editors, directors and administrative personnel, give secure guarantees of their right to be considered true organs of the Fascist regime."

The Fascist party will carry out "the necessary control of the papers' political and their administrative activities," and will undertake to have all Fascists confine their support to these newspapers.

INDIANA
ALWAYS IN THE LIMELIGHT

Wealth of Population

Why does every National Advertiser who studies the Indiana Market place it among the first in importance as an outlet for his product? Here is the answer—Within Indiana's small area dwell in comfort three million people whose total wealth represents nine billion dollars. They are strategically located in the very heart of the country's agricultural and industrial regions—their farms, and their industries produce substantial incomes for these people to enjoy life. They are home owners—they use the automobile as a necessity, and they buy the best but always live within their means.

Indiana's people are known as newspaper readers. Every family receives at least one paper in its home every day because illiteracy is so negligible that less than 2% of the total population cannot read.

If your product is saleable it should be advertised in these newspapers listed below. They reach Indiana's great buying power.

	Circulation	Rate for 5,000 lines
**Columbus Republican (E)	5,035	.03
**Fort Wayne Journal-Gazette (M)	38,539	.08
**Fort Wayne Journal-Gazette (S)	30,255	.08
**Fort Wayne News-Sentinel (E)	44,217	.10
†Frankfort Times (M&S)	8,231	.04
**Gary Evening Post-Tribune (E)	17,002	.06
*Huntington Press (M&S)	5,099	.03
**Indianapolis News (E)	130,079	.25
*Lafayette Journal & Courier (M) 7,794 (E) 13,336	21,130	.06
†La Porte Herald-Argus (E)	7,069	.04
*Marion Leader Tribune (M&S)	9,711	.04
††Shelbyville Democrat (E)	4,063	.025
*South Bend News-Times (M) 9,771 (E) 17,070	26,841	.07
*South Bend News-Times (S)	25,133	.07
††South Bend Tribune (S) 23,482 (E)	24,351	.07
†Terre Haute Tribune (E&S)	23,273	.06

*A. B. C. Statement, Publisher's, October 1, 1926.
†Government Statement, October 1, 1926.
**A. B. C. Publisher's Statement, March 31, 1927.
††Government Statement, March 31, 1927.

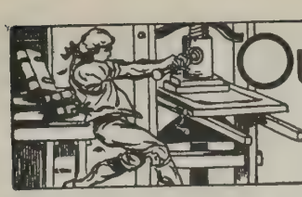
BRINGING IN NEW ACCOUNTS

—for your paper is our work. Under the Briggs plan, manufacturers, wholesalers and jobbers who pass you up entirely will become constant users of your space.

Write us today. We will explain how we bring this new business to you without any selling expense to you.

Thos. W. Briggs Co.
Columbia Mutual Tower
MEMPHIS
TENN.

e Press-Scimitar
WAVING HANKIES BID RIDL
Now Set In
LINOTYPE
onic No. 5



Our Own World of Letters

By JAMES MELVIN LEE

ANYONE who read "Just a Sunday Stroll," "Moonrise at Rheims," "The Sad Little House," "The Unfortunate Austrian," and "Three Authors," by Henry Justin Smith in the *Chicago Daily News*, will want to read his latest book, "Innocents Aloft" (Pascal Covici, Chicago), in which these and other sketches are incorporated.

"Innocents Aloft" is not just another travel book. It is a new thing in travel books because it takes the reader in a fireside trip along roads in France not ordinarily traversed by tourists. Smith's eye for news has caught many interesting glimpses along the way that would have escaped the untrained eye of the ordinary traveler. The book is so friendly in tone that the reader almost believes that he has been personally invited to step into the car and accompany the author on the trip. The story Mr. Smith lets run in the volume is an account of how six novices did the French Alps.

From a literary point of view possibly the best part of the volume is found in Part II, "Souvenirs." This contains the delightful sketches to which reference has already been made in the opening paragraph of this little chat.

Of these William McFee in the introduction to the volume speaks as follows:

> Here, then, are the travel sketches of a busy man skilled in the rapid strokes which must be used when the presses are waiting for copy. They are sketches done *con amore*, as a way of brief escape from the roaring life of the Loop, which is, if we are to be honest and truthful, the breath of life for the authentic newspaper man. They are the shy comments of a reporter of life, upon life itself, the comments of a benevolent chief officer upon life ashore. Nobody would be more grieved than their author if I indulged in the vocabulary of a press-agent about his victim. It is well known by now that Henry Justin Smith does not view press-agents with excessive charity.

The stories that I would like to mark "must" in the volume are the interviews that Mr. Smith had with Henri Barbusse and Romain Rolland. All that it is necessary to say in conclusion is that "Innocents Aloft" has that same delightful charm as "Deadlines."

* * *

BECAUSE of the newspaper space devoted to the Sacco-Vanzetti case members of the working press will be interested in a summary of the court proceedings made by Felix Frankfurter in his volume, "The Case of Sacco and Vanzetti," (Little, Brown & Co.). No criminal case in recent history has attracted more editorial comment not only in America but also in foreign newspapers than the one described in detail in this volume.

* * *

HENRY E. WING, who later became a Methodist clergyman, was during the Civil War a correspondent for the *New York Tribune*. He was the first to bring Lincoln the news of "the lost army" and the Battle of the Wilderness. Wing himself told about this incident in the little booklet, "When Lincoln Kissed Me" (Methodist Book Concern).

Later Wing became an official newsgatherer for Lincoln. His activities in covering that assignment are taken up in the little volume, "A Reporter for Lincoln" (Macmillan Company) by Ida M. Tarbell. Miss Tarbell has done a good piece of reporting—as she usually does when on an assignment. But I do wish she had given her authority for the assertion that Stanton, Secretary of War under Lincoln, ordered Wing to be shot for refusal to give news to the War Department until a story had been telegraphed to the New York Tribune. Stanton had no love for war correspondents, but no such drastic action has been attributed to him until this volume by Miss Tarbell came out.

* * *

FORTY stories make up "The Free-Lance Writer's Handbook" (The Writer Publishing Company, Cambridge, Mass.). The volume is divided into ten sections which take up such subjects as fiction, journalism, plays and scenarios, verse, book reviewing, humor, publicity, and advertising.

John Farrar, editor of *The Bookman* and lecturer on journalism at New York University, tells how to deal with editors. Augustus Thomas writing on the theatre tells how to break into Broadway. Burgess Johnson, formerly editor of *Judge* and now a teacher of creative writing at Syracuse University, tells about writing for the newspapers. Philip Kerby chats about the correspondents abroad. John Bakeless, managing editor of *The Forum* and also a lecturer on journalism at New York University, writes the chapter on "The Art, Craft, and Mystery of Book Reviewing." Ivy L. Lee opens the section on publicity with a chapter headed "Corporation Publicity." One of the most valuable sections of the book for the free lance is the concluding chapter, "Questions and Answers," compiled by the editor of the volume, William Dorsey Kennedy—editor-in-chief of *The Writer*.

The chapters already mentioned indicate the trend of the volume, which should be helpful to members of the working press who want to break into print in the magazines. A sort of appendix headed "The Literary Markets" is a directory of periodicals and syndicates buying material. It also lists special editorial needs of various periodicals.

* * *

ANOTHER valuable pamphlet to come from the School of Journalism at the University of Missouri is "International News Communications" by Eugene Webster Sharp. It is Volume No. 45 of the Journalism Series which has been frequently mentioned in this department.

In this booklet Mr. Sharp attempts to show the definite influence on the press exerted by the submarine cable and the wireless. In speaking of the former Mr. Sharp says:

> Cables, ever since their first test in 1850, have been one of the chief means of international communication. The service they render, however, is dependent not primarily upon ownership of the cable line but on international understanding. The government which has jurisdiction over the shore on which the cable stations and relay offices are located will exercise its sovereignty by specific terms in the cable landing license and by doing what is best for its own public interest, especially in time of war. Great Britain's strict censorship during the World War was based on this principle as was her cutting of German cables.

Chapter II contrasts the policy of British and American cables. At the present time, according to the author of the bulletin, the British own three-fifths of the cables of the world and operate one-half of them and so in a sense control the cable world. The reason given why the greater part of the messages from America go to Europe over foreign cables is the geographical position of the United States. Because the service varies inversely as the length, it is difficult to operate cables longer than 2,500 miles. Short routes have to be chosen.

In chapter III where the author discusses cable rates he comments as follows about press charges:

> Most newspapers and news associations are constantly pressing for lower and more equitable rates for news matter so that they may inform the public more fully on foreign affairs as well as be first with stories of prime international importance. The big rich newspapers, however, do not work consistently for lower press rates, as it would increase the competition they would meet.
>
> Cable companies, on the other hand, grant lower rates to the press than to the public, not from altruistic motives nor from any great sense of the high office of newspapers, but because of the volume of news material sent, and because they need press stories to keep their cables working to the point of saturation; they prefer to have their lines under full pressure rather than idle. But beyond the saturation point press matter is not always given full consideration.
>
> Most of the press traffic from Europe to the United States moves in the evening for the morning papers here. The plain English press messages are easier to handle than the coded commercial messages. Press messages are usually handled along with the regular traffic.

Chapter IV tells how wireless entered the field. Of its use by the press the author speaks as follows:

> The wireless telegraph is used almost exclusively today in carrying international news as compared with the wireless telephone, mainly because the code used in telegraphy cannot be picked up so easily by the average owner of a receiving set, and partly because the human voice cannot span the ocean except under most ideal conditions. The wireless telegraph, however, is occasionally used to send out bulletins of important news.

The concluding chapter has for its theme "Wireless and the Press." Some comment is made about the early use of the wireless by the press:

> As early as 1907 the *New York Times* was getting foreign news by wireless telegraph and giving credit in the dateline. It aided Marconi in establishing the first trans-Atlantic wireless circuit in that year. One of the stories sent by wireless and dated No. 29, 1920, was 70,000 inches long and was used as the page one story to a cable story from London. The wireless dispatch was filed in Berlin. It stated that Lenin admitted a plot in his speech delivered in Moscow. The New York Times has its own receiving station for foreign wireless and was ready for use in 1920. A story dated June 30, 1920, also sent from Berlin by wireless said that a war on cake had been declared by Berlin officials. The story was four inches long.

CLINE ELECTRIC MFG. CO. CHICAGO — QUALITY MARKS SERVICE PAYS — CLINE WESTINGHOUSE

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

Dallas News

Dallas, Texas

Ask them about it.

CLINE ELECTRIC MFG. CO

Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

South America's Greatest Newspape

"Buenos Aires IS the Argenti Republic"—

"If you introduce an article in Buen Aires it is introduced in the wh of the Argentine."

"We know that LA PRENSA h a larger circulation than all t local papers put together, a that this circulation is amon the very best class."

(Extract from letter written by the distributor in Argentina of important American products, urging his principals to place their advertising in LA PRENSA—)

National sales and distribution Argentina can quickly be attai by advertising in LA PRENSA.

JOSHUA B. POWER

Exclusive Advertising Representat

250 Park Avenue New Y

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined*.

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper

Member of the A. B. C.

NEW YORK STATE

Westchester County's

Fastest Growing Cities

Mount Vernon and New Rochelle and The Vicinity Towns

Are Covered Completely by

THE DAILY ARGUS

of

Mount Vernon

THE STANDARD STAR

of

New Rochelle

Both Members of A. B. C.

Westchester Newspapers, Inc.

Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

The Pensacola Journal

FOUR BILLIONS FOR GOVERNI

Library Association Approves Body's Recommendations

Now Set In

TRADE **LINOTYPE** MARK

Ionic No. 5

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULA EDITIONS, MAGAZIN INSERTS AND COM MERCIAL WORK

Standard Gravur Corporation

LOUISVILLE KY

appeared in the Times. Since then wire- has gradually increased in favor until in 2 it had become a competitor of the cable, ing prominently in each issue of the p.

he Associated Press, according to bulletin, uses the wireless to obtain ifth of its foreign news and obtains e other four-fifths by cable. The d Press, the author declares, also e the cable more freely than wireless btaining news from abroad. The *ago Tribune,* another pioneer in us- wireless, receives about 5,000 words ess nightly from Europe and Japan frankly admits that wireless is not cheaper but also faster than cable, h not as dependable as yet. The of radio broadcasting news is also up in this chapter.

he conclusion reached by Mr. Sharp at the press of the world has been ed materially by submarine cable by the wireless telegraph and tele- , but that in turn cable companies wireless organizations have been as- by the patronage of the press. The uding thought is that both must ue to cooperate for mutual pros- and for international peace.

* * *

E liberal weeklies such as the *New epublic* and *The Nation* have been nely critical of the special corre- ence from China. The new Repub- or example, in its issue for April as a two-page article about the l correspondence sent from China *New York Times.* It takes ex- n to the expression of personal ent in the dispatches. The fact oked by the New Republic is that aper patrons may desire in signed s the personal opinions of those re actually in the field of conflict would be interesting to know what could be advanced for not meeting lesire. Special correspondence is ing quite different from Associ- ress dispatches. The signed story he responsibility for any comment y where it belongs. Some one to make a survey of what news- readers actually desire in this .

* * *

ID LAWRENCE, editor of the *ited States Daily,* prints a letter *e Nation* for April 13. In it he to his being quoted as saying that f the faults of the American press f its own creation. Mr. Lawrence izes that he had in mind the l of advertisers for quantity cir- n and so the poor publisher had w the policy of printing only those which appeal to the mass.

accuracy of the point made by wrence may be questioned. When merican newspaper editors were York City on their way to the Conference at Geneva, they were tned at luncheon by Rodman aker. One of the speakers at this n was the advertising manager namaker's store. He said very that he wasn't interested so much quantity as he was in responsive ion and that the newspaper of circulation might possibly be- cause of its clientele bring more patrons to the store than the newspaper of larger circulation. This assertion, coming as it did from one who uses large space in newspapers, deserves the thoughtful consideration of American publishers.

* * *

HARPER & BROTHERS have just issued "The Measurement of Advertising Effects" by George Burton Hotchkiss and Richard B. Franken—a book sponsored by the International Advertising Association. This volume which has just reached my desk will be mentioned more in detail in a later issue of EDITOR & PUBLISHER.

* * *

PUBLISHERS of community weeklies should be sure to read "How Ohio Weeklies Serve Their Communities" with which *The Ohio Newspaper* for March opens. This article is a survey of reports from 44 editors of that state. Another article in this issue is from the pen of Walter J. Reck, formerly manager of the Columbus bureau of the Associated Press. It tells how that organization serves the newspapers in Ohio. The Ohio Newspaper is published by the Department of Journalism of Ohio State University, Columbus, Ohio.

* * *

A NEWS item about "A Short History of Stereotyping" by George A. Kubler, president of the Certified Dry Mat Corporation, has already appeared in EDITOR & PUBLISHER. Mr. Kubler has done a good job in his compilation of the historical and mechanical facts relating to the art of stereotyping.

The volume has historical value for others besides stereotypers. It contains an excellent resumé of the origin and development of the art of printing. This survey is followed by another which takes up the history of stereotyping even in more detail.

In the section headed "The History of the Newspaper" will be found an excellent summary of the pivotal points in the story of the world's diary. Especially valuable are the paragraphs dealing with the written letter of news and the so-called market reports or "relations." The latter precursors of the newspaper were issued semi-annually for distribution at the fairs and contained all important news covering the preceding six months. One slip, however, should be noticed in passing. The *English Mercurie,* mentioned on page 43 as having appeared in 1588, has been proved to be a forgery and not a real news sheet. Mr. Kubler does give proper credit to Nathaniel Butter who is justly entitled to be called "the Father of English Journalism."

For readers of EDITOR & PUBLISHER the most valuable section is possibly the one carrying the caption, "Newspaper Stereotyping." America may well be proud of the contributions made to this art—a fact well brought out by Mr. Kubler in the volume. Paragraphs dealing with boiler plate record pivotal points in the story of that form of stereotyping. As a matter of fact, the entire third chapter is devoted to stereotyping in America.

Naturally the volume contains much about the invention of the dry mat and its later development. While the book was doubtless issued to promote interest in dry mats, it contains so much historical material that it is worth more than passing mention in "Our Own World of Letters." Many of the illustrations used in the book are taken from rare volumes no longer accessible to the ordinary reader. Consequently the volume deserves a place in any newspaper library.

ASKS $145,000 DAMAGES

Manager of Millionair Club, Seattle, Suing Post-Intelligencer for Libel

A libel suit for $145,000 was filed in superior court April 2, by M. G. Johansen, secretary and manager of the Millionair Club of Seattle, against the *Seattle Post-Intelligencer.*

Johansen charges that the newspaper published a series of articles and photographs about him which proved damaging to that amount. The complaint alleges that the articles and photographs were published in the Post Intelligencer from April 2 to April 10, 1925, and that they falsely charged, among other things, that Johansen maintained the men aided by the club in a state of peonage.

The Millionair Club is a Seattle institution formed for the purpose of aiding unemployed men.

ADOPT NEW TYPE DRESS

The *Boston Herald* and *Boston Traveler* this week changed to a new style of body type, Ionic No. 5. The change followed balloting conducted by these papers among their readers.

PRESSMEN'S DISPUTE SETTLED

Commercial Men Will Work for Shopping News, Berry Decides

George L. Berry, president of the International Pressmen and Assistants' Union of North America, has settled the controversy in the publishing plant of the *Cleveland Shopping News* by deciding commercial pressmen should operate the plant's presses. Sam B. Anson, publisher for the retail merchants who control the publication, locked out the web pressmen.

"It is an erroneous impression that the type and character of machine establishes the jurisdiction," Berry said. "This is not the case. It is the character of the work that determines the jurisdictional rights as between these two distinct branches of our organization."

Berry explained that the Shopping News is a commercial printing shop, therefore, commercial pressmen should be employed.

ATTIESBURG AMERICAN

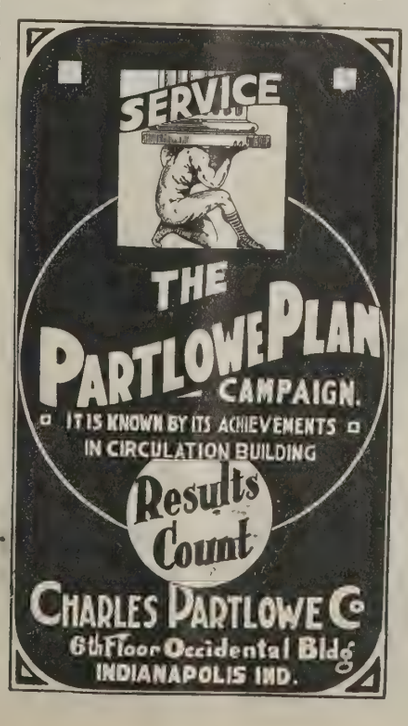
ttiesburg, the Hub of South Mississippi

l Daily in Hattiesburg, Mis- pi. Only Daily covering Mississippi thoroughly.

lation 6,027. Published every noon, except Sunday. Has leased wire Associated Press ice.

Represented Nationally by

i. C. Beckwith Special Agency, York, Chicago, St. Louis, Detroit, nta, Kansas City, Los Angeles, San Francisco.



The Morning Telegraph

A Daily history of the World's Events, having the greatest professional following of any newspaper in the United States at a ten cent price.

The only paper in New York City progressing in advertising volume, circulation and reader interest in an exclusive market of enormous buying power.

The Morning Telegraph
50th St. & 8th Ave., N. Y. City

GIVE YOUR READERS DAILY HEALTH TALKS
by Dr Frank McCoy
"The Mayo of Health Writers"

A health service that is different—home treatments without medicine or costly apparatus, based on a knowledge of food chemistry and the mechanics of the body

WIRE OR WRITE
McCoy Health Service
Brack Shops Building, Los Angeles, Cal.

MICHIGAN

is growing faster than any State in the Union.

Its increase in manufacturing products surpasses anything in the world.

BOOTH NEWSPAPERS

cover Michigan outside of Detroit —Eight principal cities with the only or leading Newspaper in its respective community.

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN
50 East 42nd Street
New York City

J. E. LUTZ
Tower Building
Chicago, Ill.

Away Ahead!

2,196,676 - 1925
3,699,155 - 1926

1,502,479 - Gain

The New York Evening Graphic shows greater gain in lineage (41%) than any other New York paper.

MANAGING EDITORS ATTENTION!

Let the Personnel Bureau of Sigma Delta Chi, professional journalistic fraternity, help you fill that opening on your staff with an ambitious young man, schooled in all branches of the newspaper or magazine field.

Trained men give best service. Why spend time training a man to fill a position when you can get one with experience by simply making your wants known? Write or wire John G. Earhart, 836 Exchange Ave., Chicago, Ill., and he will put you in touch with the right man.

No Charge To Employers

JOINS HEARST ORGANIZATION

Walter L. Thomas, Worcester, to Be Stationed in Boston

Walter L. Thomas, assistant publisher and advertising director of the *Worcester* (Mass.) *Telegram Gazette*, has resigned to accept an executive position with Col. Frank Knox, New England regional director of the Hearst organization, and will enter upon his new duties in a few days with headquarters in Boston.

Coming to Worcester from the *Brockton Enterprise* in 1900, Mr. Thomas, with the exception of six years in Manchester, N. H., has been head of the advertising department of the Telegram, or the Telegram-Gazette since that time.

AD EXEMPT BILL KILLED

The proposal to exempt newspaper advertising from the reportable expenses of primary candidates has been killed by the Maine Legislature.

Supplies and Equipment

GOSS STEREOTYPING MACHINERY Carried in Stock



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

GOSS 24 and 28-page presses good for black or color work, also Goss Sextuple.

HOE Pony Quadruple, Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.

DUPLEX Metropolitan Quadruple stereotype presses—print up to 32 pages.

Available for Early Delivery

WALTER SCOTT & COMPANY

Main Office & Factory.....Plainfield, N. J.
New York Office..Brokaw Bldg., 1457 Broadway
Chicago Office.....Monadnock Block

Drive and Control for Newspaper Presses

A representative installation on a Scott Press is a 75-h.p., a-c. equipment driving a sextuple for the Lake County Times, Hammond, Ind.

GENERAL ELECTRIC

Modern Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

Rebuilt GOSS & HOE PRESS BARGAINS

ALL TYPES
SEND for LIST

THE GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON

The Problem of Dry Mat Moulding is A Question of DENSITY

Coordinate the density of the DRY MAT with the Density of the MOULDING BLANKET and the problem is solved.

No more broken moulding machines.

Eliminate spoiled mats (flongs)

Prevent wrinkles.

Increase speed in moulding.

The right moulders will do it.

We have them.

New England Newspaper Supply Co.

Worcester, Mass., U. S. A.
Cable address NENSCO, Worcester

Job Wanted?

Consult the Classified department of

Editor & Publisher

and learn how men have been put in touch with some of the best opportunities in the country.

Hoe Combined Saw Table and Mono-Rail Trimmer



This Machine combines the advantages of the Hoe Pedestal Saw Table and the Hoe Mono-Rail Trimmer.

The Trimmer is supplied with either Style "A" Cutter Head for trimming Wood Blocks or Style "B" for extra heavy cutting on Zinc or Copper. The Hoe Patented Mono-Rail principle allows the Operator to follow the work beyond the Cutter Head permitting more speed and greater accuracy in trimming Wood or Metal Blocks of varied sizes.

IF IT'S A HOE, IT'S THE BEST

R. HOE & CO., INC., 504-520 Grand Street, New York City

7 South Dearborn Street, CHICAGO, ILL. — Pere Marquette Bldg., NEW ORLEANS, LA. — 7 Water Street, BOSTON, MASS.

Classified

EDITOR & PUBLISH

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATION (Cash with Order)

1 Time — .60 per line
4 Times — .55 per line
13 Times — .50 per line
26 Times — .45 per line

White space charge at same rate per l insertion as earned by frequency of in Minimum Contract space, three lines. rates quoted for 52 insertions. The & Publisher reserves the right to classi or reject any advertisement.

ADVERTISING

General Promotion

If You Want More Local Advertising to work for you selling our "Worth Features. Write F. G. Hogan Sy Lemcke Bldg., Indianapolis, Ind., or Ka

Supplies

Shading Sheets for Art work and Ben fects. Bourges Service, Inc., 144 We St., New York.

BUSINESS OPPORTUNI

Brokers

Desirable Evening Papers Available price, reasonable terms. In the fo states: New York, Pennsylvania, Arkansas, North Dakota. Also real for quick buyer weekly and job plant twenty miles of New York. J. B. Shale, Bldg., New York.

Offering Fine Weekly—Only paper in seat town of south-central state, nets $4, nually and gaining steadily. Machine e plant. All for $14,000 and only $5,0 necessary. Prop. 1509x. The H. F. H Agency, Litchfield, Ill.

Offering High Class Daily in exclusiv West city of 15,000, yielding owners f and investment about $25,000 a year. G progressive, healthful field. Offer inclu uable building. Complete with $10,000 counts for only $165,000. Terms avail part. Prop. 892x. The H. F. H Agency, Litchfield, Ill.

Trade Journal, established, in good c capable of expansion. Gross about Asking price, $17,500 cash. Harris-Dib 345 Madison Avenue, New York City

CIRCULATION

Promotion

Circulation—When quick, additional ci coverage becomes necessary, remember twenty years in this one line of end your proof against experimenting. W wire Pacific Coast Circulation Servi Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1 tre ave., Reading, Penn. Originators manship Club Campaigns.

Superior Circulation Builders—The W. dall Company, 104 North Bailey Ave. ville, Kentucky. The circulation-buil ganization that has set the standard fo sive, successful circulation campaigns fo twenty years.

The World's Largest Circulation Buil ganization—The only circulation-buildi ice in Newspaperdom furnishing pi affidavits of the exact results of campaign. The Charles Partlowe Occidental Building, Indianapolis.

Wire Our Pottery Direct for supplies a dish offer. Results—Low cost. The China Co., Carrollton, Ohio.

15,000 New Subscribers on New York n in 7 weeks. New plan of campaign and operated by former publisher w lishers' interests in view. Hudson Co., 1420 Bryant Park Bldg., New Y

Special Service

Local Appeal—Mr. Daily Publisher! brighten your paper with a distincti that creates immediate interest and tion? Individuality of this type is a asset. Home-town advertisers natu the paper packed with vigorous loc Likewise, healthy circulation thrives local appeal. This is not a tricky now definite, sincere plan of year-roun Would you let a two-cent stamp and of time stop you from learning more a B-972, Editor & Publisher.

(Continued on following page

Big Names Plus BIG IDEAS Make Big Features

RUTH
Stories - Twice Weekly - Contests

ROCKNE
Weekly Review of all College Sports

TILDEN
Covering Tennis - U.S. and Abroad

COBB
Letters to Hornsby - Weekly

As strong as the names it links together

McGRAW
Reviewing the Pennant Races - Weekly

WARNER
Pacific Coast Football Comment

HORNSBY
Letters to Ty Cobb - Weekly

JONES
Eastern Football Comment

ALTROCK
Humorous Baseball Review - Weekly

McNAMARA
Foremost Authority for Motor Car Owners

The

Christy Walsh Syndicate

LIEBER
The Baseball "Dope" - Weekly

NEARING
World's Premier Fight Manager

VAN LOON
Writer - Artist - Historian

370 SEVENTH AVE. NEW YORK

A Steady Growth in CIRCULATION

The Sun's Average Net Paid Daily Circulation for the Six Months Ended March 31, 1927, Was

267,520

—a Gain of

8,169

over the corresponding six months a year ago.

Figures From Publisher's Statement to the United States Government

The Sun's circulation has been growing steadily and consistently. Every year more people read The Sun—not because it offers prizes or conducts contests—but because they like The Sun for what it is—a complete, accurate, interesting newspaper.

The Sun

280 Broadway New York

PRE-CONVENTION NUMBER

EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1927

MEMBER A.B.C.

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

MEMBER A.B.P.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 48 — NEW YORK, APRIL 23, 1927 — By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign — 10c Per Copy

CHICAGO TRIBUNE
NEWSPAPER SYNDICATE

features

COMICS

Ching Chow	daily
Deer Family	daily
Gasoline Alley	D&S
Gumps	D&S
Moon Mullins	D&S
Orphan Annie	D&S
Harold Teen	D&S
Texas Slim	Sunday
Winnie Winkle	D&S
The Squire of Smithville	daily
"About Broadway"	daily

CARTOONS

W. E. Hill	Sunday
McCutcheon	D&S
Carey Orr	D&S
Gaar Williams	D&S

FICTION

Blue Ribbon Daily Serial
Blue Ribbon Sunday Serial
Blue Ribbon Short Stories
Daily True Life Stories

MISCELLANEOUS FEATURES

Daily—Sunday

Doris Blake Chats
Cook Book by Jane Eddington
Antoinette Donnelley—On Beauty
Dr. Evans' Health Articles
Farm & Garden
A Line O' Type Or Two
Men's Fashions
What's Wrong Here
Women's Fashions
Margaret Orr's "Stories of Girls"
Sentence Sermons by Roy L. Smith

WEEKLY

Westbrook Pegler
Donald Ogden Stewart
"Sam 'N' Henry"
Duke Bakrak
Snowshoe Al
"About Broadway" by Hellinger
Book Reviews
Cartoon Fillers
Confessions of Authors
Club Ethics
Etiquette
Fashions (Paris)
Justice Series
Maiden Meditations
Sport Page
Women's Pages
E. W. Kemble's Children's Stories
H. L. Mencken Literary Articles
Burns Mantle Theatre Letter
Weekly Hollywood Letter
New York Society Letter
Builders Page

American Society of Editors Recommends Laboratory Test for Syndicates ... We Have It!

ONE of the specific recommendations regarding syndicate practice made to the American Society of Newspaper Editors at the New Willard, Washington, D. C., recently, prepared by the Chairman of Committee on Syndicates was:

"If there is one fair criticism that may be made of the syndicate business as a whole, it is that its tendency is to imitate features which have proved successful in the hands of rival organizations rather than to produce new things.* The papers of the United States are full of imitation comics, imitation bedtime stories, imitation fashions services and imitation inspirational editorials.

"Experience persuades us the time is now ripe for the advent of the experimental laboratory in syndicate management, and we know of no men better qualified for that task than those who make the sales of features their business."

The Chicago Tribune Newspapers Syndicate has always originated its own features for the needs of The Chicago Tribune and Daily News of New York. Our features have always had the test of the experimental laboratory. Results count!

Mr. Chas. H. Dennis, Editor of The Chicago Daily News, in his discussion of the Committee's suggestions, advised editors to develop feature talent among their own writers, sharing their product with other newspapers so that the writer may be fairly compensated. The Chicago Tribune has been doing this for years.

The great success of The Chicago Tribnue and the Daily News of New York speaks for itself.

CHICAGO TRIBUNE
PRESS SERVICE

The latest and most reliable news from all over the world! . . . Subscribed to by almost half a hundred leading American and foreign newspapers!

*Originality versus Imitation . . . The Laboratory Test . . . Chicago Tribune Syndicate Comics . . . The Two Largest Daily Morning Circulations in America.

The Chicago Tribune Newspapers Syndicate has always been a creator of new and original features rather than an imitator of features already developed. . . . .It sells only features used in and created primarily for the needs of the Chicago Tribune and the Daily News of New York . . . . .Some of the original features developed in the Chicago Tribune Syndicate Laboratory include many now world famous comics. . . . .Each of these comics is different in its appeal. . . . .Each satisfies a distinct reader need for fun. . . . .Each had to pass the Laboratory test of use in The Chicago Tribune and the New York News. . . . .The two papers with the largest Daily Morning Circulation in America!

JOURN Here's Circulation!
Not to be taken from this room

The Chicago Tribune (daily)	762,750
The Chicago Tribune (Sunday)	1,203,223
The New York News (daily)	1,147,257
The New York News (Sunday)	1,484,524

CHICAGO TRIBUNE *Newspapers Syndicate* . . . Tribune Square, CHICAGO

while at the Convention

Get Acquainted with the BRIGGS METHOD of increasing LOCAL DISPLAY LINEAGE

We Can Assist You In Breaking Last Year's Local Display Record

In your field there are hundreds of non-advertisers and spasmodic space buyers that our experienced salesmen can quickly convert into regular weekly and semi-weekly advertisers.

We can increase your volume 100,000 to 500,000 lines yearly at no extra selling cost to you. Meet us at our Convention Headquarters — the Waldorf-Astoria — and learn about the Briggs Plan—which is increasing Local Display lineage every month for many members of the A. N. P. A. Ask the clerk for Briggs' suite.

During the A. N. P. A. Convention April 25th to 30th

WE cordially invite our publisher friends and customers already acquainted with the Briggs Organization to pay a visit to our headquarters during the convention. We have many new features to offer that will be of special interest to every publisher who wants to break his Local Lineage records of the past. Just ask the clerk at the Waldorf-Astoria for Briggs' suite.

Thos. W. Briggs Co.

Columbian Mutual Tower Bldg.
MEMPHIS

every section to every reader everywhere

¶ Daily and Sunday, every section of the Herald Tribune goes to every reader everywhere. ¶ This means that advertisers in the Herald Tribune get the full advantage of the entire Herald Tribune circulation. ¶ The Herald Tribune has no "sectional" or "partial" editions. The Herald Tribune gives full value to every advertiser in every issue.

NEW YORK

Herald Tribune

now over 300,000

Daily and Sunday Average

By Special Permission of the New York Evening Post

We are authorized to extend to visiting publishers a cordial invitation to inspect the new Evening Post Building and Plant including their new battery of—



Photograph by Courtesy New York Evening Post

Scott

"Straight-Unit" PRESSES

12 units and 4 pairs of folders on an integral cast iron substructure magazine reel paper feed.

The owners of the New York Evening Post installed this battery of Scott Presses after making a similar installation of Scott Presses in the plant of the

Philadelphia Public Ledger

Watch the Wall Street Edition (3:10 P. M.) run on the new Scott Presses at the

New York Evening Post

Other Interesting Installations of Scott PRESSES

Worth Visiting While in New York

New York Herald-Tribune

12 units 4 pr. Folders . . . . . "Straight-Unit"
8 " 2 " " . . . . . "Multi-Unit"

New York Evening Graphic

Tabloid Newspaper—now being installed
12 units 4 pr. Folders . . . . . "Straight-Unit"

Newark Evening News

16 units 4 pr. Folders . . . . . "Straight-Unit"
6 " 2 " " . . . . . "Multi-Unit"

Newark Ledger

6 Column Tabloid Newspaper
4 Units 1 pr. Folders . . . . . "Straight-Unit"

New York Daily News

The Fastest Newspaper Color Press in the World! 8 Couple High-Grade Color press—Net average Production 40,000 per hour 8-page 4-color Tabloid Comics. Highest quality work.

Our representatives will be pleased to make appointments to visit any or all of these plants at your convenience

WALTER SCOTT & COMPANY

Manufacturers of

"Multi-Unit" and "Straight-Unit"
NEWSPAPER PRESSES

Main Office and Factory, Plainfield, N. J.

New York Office: 1457 Broadway at 42nd St. — Chicago Office: Monadnock Block

"Over the Top" Again!

The Evening Bulletin is sold on its merits as a newspaper, no prize or guessing contests; coupons, premiums or other artificial methods of stimulating circulation are used.

The Evening Bulletin

continues to break all Philadelphia Circulation Records

560,832 Copies sold each day in March

1926 Average Sales were 537,974 Copies Daily

"That the people of Philadelphia and vicinity appreciate the efforts of The Bulletin to give them all the news of the day, as fairly, as exactly and impartially as it can be laid before them, is attested by the fact that not only has the name of The Bulletin become a household word among them but that its circulation reaches far beyond the highest point ever attained by a Philadelphia newspaper."

To the American Manufacturer and Advertising Agent:

Through this one newspaper you can reach nearly every home in and around Philadelphia at one cost.

Telling Bulletin readers what you have to sell, where it can be bought, how much it will cost—and telling it simply and truthfully and constantly, brings success.

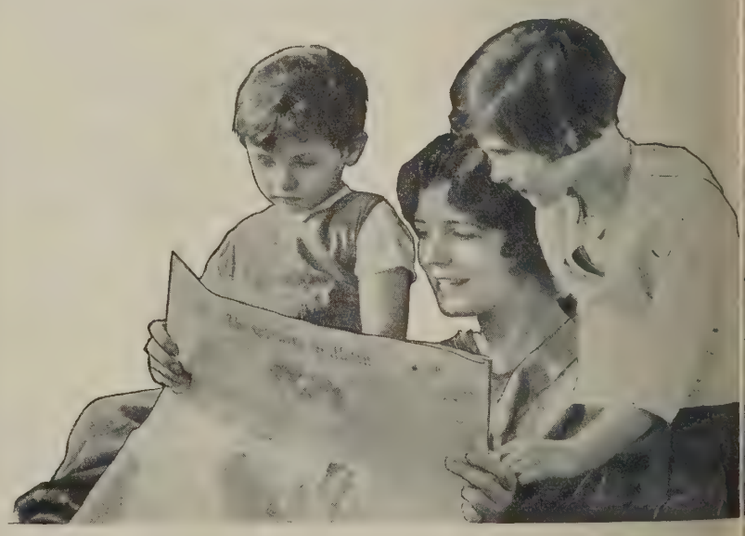
Your advertisements are carried to the greatest number of possible purchasers in the Philadelphia market if printed in The Evening Bulletin.

Back of each purchaser of The Evening Bulletin is his or her family—a vast army of consumers.

Advertising in The Evening Bulletin is the most effective and economical form of publicity for reaching Philadelphia buyers.

The Bulletin's advertising rate (per line per thousand readers) is one of the lowest in the United States.

A page advertisement in The Bulletin costs less than one-third of a cent per copy.



"One of the family" in nearly every home.

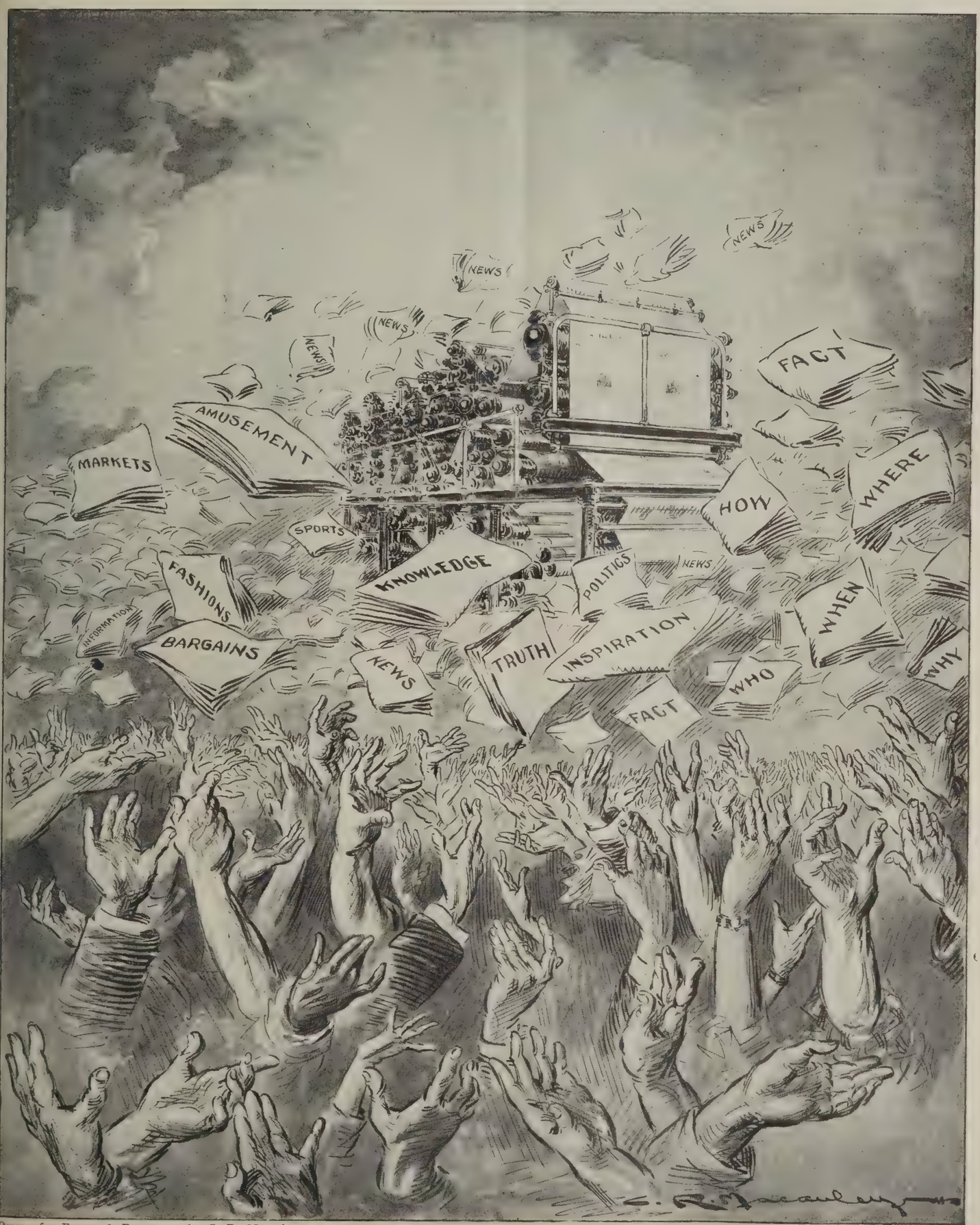
The mass of buying in Philadelphia is done by the families of the readers of The Bulletin and the bulk of this business will come to those national advertisers who *concentrate* their advertising in The Bulletin

"In Philadelphia nearly everybody reads The Bulletin"

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephones, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations. Member Associated Business Papers, Inc.

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Drawn for Editor & Publisher by C. R. Macauley

CIVILIZATION

A. P. DIRECTORS FAVOR BOND REDISTRIBUTION

Recommend, After Committee's Report, That Unissued and Unredeemed $49,425 Bonds Be S and That Present Holders Release Portion of Holdings to Accomplish Proportionate Allotmen

COMPLETE reorganization of the Associated Press bond structure will be proposed to the membership Monday in a resolution adopted by the board of directors late Thursday, following a report tendered by Frank B. Noyes, Adolph S. Ochs and Robert McLean, serving as a committee to consider the bond situation. The resolution follows:

"WHEREAS the Bond Committee appointed May 26, 1926, by resolution of the Executive Committee of the Board of Directors with instructions to examine into the legal status and distribution of the bonds carrying voting privilege, has reported to the Board and it appears that the growth of the Associated Press and the change in the newspaper situation has made the present distribution of bonds increasingly disproportionate, and whereas there are unissued or redeemed bonds in the Treasury amounting to $49,425 of the $150,000 authorized,

"BE IT RESOLVED that the Board transmit to the membership the report of its bond committee and recommend to the membership:

"First—That the bonds in the Treasury be offered for purchase to the membership upon a basis proportionate to the regular assessments paid by members, provided,—

"Second—That a representative committee of ten of the membership be appointed by the President to recommend to the Board an equitable plan for the allotment of these bonds, and since the amount of bonds in the Treasury may be insufficient to complete such proportionate redistribution.—

"BE IT FURTHER RESOLVED that the Board unanimously recommends to the membership that present bondholders be asked to surrender such portion of their holdings as may be necessary to accomplish such proportionate redistribution; and that in conformity with this resolution all members of the Board holding such bonds offer to join with other bondholders in surrendering the portion of their bondholdings necessary to carry out the foregoing plan."

The committee's report, reviewing the history of the bond issue and its present status, and embodying the recommendations upon which the directors acted, follows:

"To the Board of Directors:

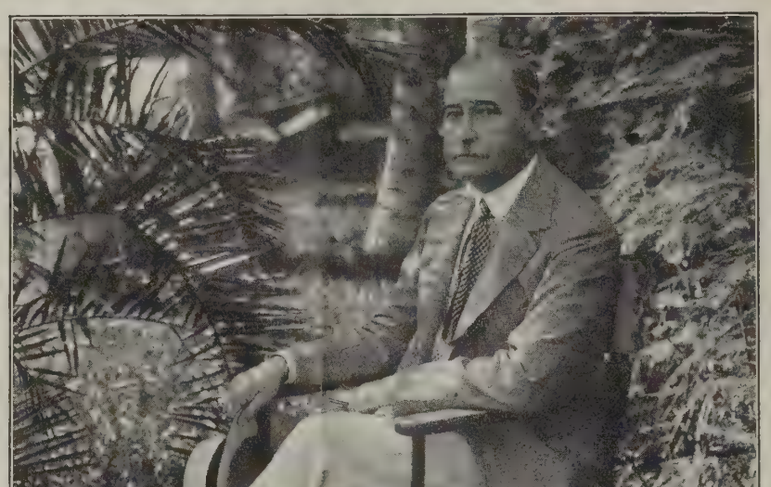
"Your committee appointed to consider the situation as respects the bonds reports as follows:

"The old Associated Press (Illinois Corporation) was a stock company and while no profits or dividends were allowed, the control of the organization was in the hands of the stockholders, the majority of the papers receiving the service having no voice in the management.

"Broadly, in the old organization, the stock was issued to the more important papers of the organization though some smaller papers in key positions were allowed stock, the maximum holding being limited to eight shares.

"When the New York corporation was formed, the incorporators felt in honor bound to carry forward, so far as was legally feasible, the existing status and moreover the larger papers paying the great bulk of the assessments felt entitled to representation in proportion to their contribution to the operating revenues of the Association.

"To facilitate this transfer and redeem the stock of the Illinois Corporation and to obtain money for operating purposes, a bond issue of $150,000 was authorized and the stockholders of the Illinois Corporation were permitted to subscribe to these bonds in the same proportion in which they held stock. Approximately $130,000 worth of bonds were sold having a voting privilege (as allowed by the New York law) in the election of directors only, the directors being vested in general with the management of the affairs of the corporation, including the news service and the assessments.



Frank B. Noyes, president of the Associated Press, photographed at Nassau, Bahamas, where he enjoyed a tropical vacation last month.

"Of the $130,000 issued, $29,425 have been redeemed because of consolidations, etc., so that there are now outstanding $100,575.

"Your Committee is advised that neither the Board nor the Association has legal authority to enforce a redemption of the bonds, save as is provided in the Deed of Trust and in the By-Laws. Certain bondholders have expressed willingness to surrender a portion of their bonds and one bondholder owning a number of member newspapers has offered to surrender all of his bonds contingent upon similar action by other bondholders. Your Committee is unable to say how many bondholders would agree either to a total or partial redemption. While the Board of Directors has had the legal authority to resell any redeemed bonds and the balance of the authorized issue, it has never done so, not thinking it appropriate for it to take any action affecting the election of the Board itself although no member of the Board as constituted owes his election to the bond vote, and also believing that in taking any such action it would be impossible avoiding appearance of favoritism.

"Your Committee cannot recommend that the Board of Directors change its attitude of regarding it as improper for that body to resell the redeemed bonds or to sell the unissued bonds unless the mandate shall come from the membership.

"The Committee is unanimous as to this.

"The Committee also feels that it would be advisable if possible to broaden the list of bondholders by issuing bonds to members not now holding bonds in proportion to the regular assessments that they pay. This would be in recognition of the fact that the general newspaper situation has changed greatly since the original issue of bonds and that many members do not have a voice in the election of directors proportionate to their contributions to the organization.

"The weekly assessments of members total $161,348 paid by 1,222 members—357 members paying less than $50 each pay $9,457.27 of this total; 406 members paying between $50 and $100 per week contribute $31,037 weekly; 459 members each paying over $100 weekly make total weekly payments of $120,852 so that thirty-seven percent of the membership, paying over $100 a week contribute three-quarters of all the revenues.

"The sixty-one members who pay each more than $500 a week provide $46,211.50 weekly. Sixty-one members who pay less than $15 a week provide $768.17 weekly.

"Your Committee recommends that the Board take such means as it sees fit to bring this question before the membership and obtain such mandate for a redistribution along lines that may be more representative of the proportionate assessments of members."

Franh B. Noyes,
Adolph S. Ochs,
Robert McLean,
Committee.

Mr. Noyes will give the administration viewpoint more in detail on April 25, when he addresses the annual Associated Press luncheon.

The subject of Mr. Noyes' address will be "The Associated Press." Another speaker at the luncheon this year, which is to be a strictly family affair, will be ex-Governor Henry J. Allen, publisher of the *Wichita* (Kan.) *Beacon*.

Members of the proxy committee were to meet together for the first time in New York on either Friday or Saturday this week, according to Victor H. Polachek, of the Hearst executive council, who is secretary of the "mutualization campaign proxy committee" of the Associated Press. Mr. Polachek this week issued a statement to Editor & Publisher in which he reiterated the committee's views and explained why the campaign was inaugurated, denying the implic made by Mr. Noyes that William dolph Hearst was its inspiration.

The proxy committee is made John Francis Neylan, *San Francisco* Col. Robert Ewing, *New Orleans* and Arthur H. Vandenburg, *Grand ids Herald*.

Article XV of the A. P. by-laws "These by-laws may be amende by the board of directors at any r meeting of said board by an affir vote of two-thirds of all the direct the corporation, but no amendment become operative or take effect un same shall have been recommend ratified by a vote of four-fifths of members of the Corporation at a m regularly convened."

The proxy committee believes enough votes at its command to ir to the directorate the majority o of the membership.

Another controversy came befo directors this week and was expec some to break over into the annual ing. It has been brought by Judge ham of the *Louisville Courier Jo* who claims that the *Louisville H Post* is continuing its A. P. m membership but has discontinue morning edition of the paper. Bingham alleges that the Herald-P using the morning A. P. report i early edition of its evening pap competition with the *Louisville* also published by Bingham.

The Louisville Courier-Journal, understood, is seeking a ruling or tion six of Article VII of the b which concerns rights and privile the membership.

This section stipulates that morni pers shall publish "not earlier t p. m.," but does not state any time that hour.

If Judge Bingham is unable to the satisfaction he desires from t rectorate he has informed friends t intends to appeal to the members convention.

While important, this problem, if to the membership, is not expec overshadow the bond and protest fight.

The statement issued this week b Polachek follows:

"The twenty-eighth annual meet the Associated Press, which conve April 25, at the Waldorf-Astoria promises to be the most notable, th interesting and the best attended gat in the history of that organization.

"The reason is that vital policies Associated Press are to be discusse settled.

"During the year just passed, the ment within the Associated Press democratization and its complete m ization crystallized into a definite paign to bring about these reforms, proxy committee was organized to to the membership for support.

"This was necessary because in years since the reorganization of th sociated Press in New York, att to bring these issues up for disc at annual meetings had been reg suppressed by rulings of the chair.

"The executive committee of board of directors who have cont the destinies of the Associated Pre all these years are now out oper opposition to a democratic reorgani with equal rights for all. They con the 'Old Guard' who have been al perpetuate themselves in office th control of the majority of the bond

"The effectiveness of the cam made by the mutualization proxy mittee is evidenced by the present ac of the board of directors in opposit

"President Noyes in making his a for proxies asserts that Mr. Hearst sors these reforms. No one knows

(Continued on page 106)

A. N. P. A. WINNING ITS FIGHT AGAINST WASTE

This Will Be Keynote of Annual Waldorf Convention Next Week When Reports of New Traffic and Mechanical Departments Will Be Submitted—Bryan to Preside

THE American Newspaper Publishers Association is winning its fight against waste in the newspaper industry, members will be told at the 41st annual convention which opens at the Waldorf Astoria Hotel New York, April 27 to continue until Friday, April 29.

This declaration will be the keynote message to be delivered to the more than 200 delegates expected to be present when John Stewart Bryan, publisher *Richmond News Leader*, calls the opening meeting to order on Wednesday morning. It will be stressed particularly in the first reports scheduled for this convention of the two new A. N. P. A. department managers, W. E. Haines, of the mechanical department, and H. J. Mathey of the traffic department.

Other subjects on the convention calendar, Lincoln B. Palmer, general manager of the association, announced this week, will include "new and unusually interesting" recommendations of the postal committee, laying plans for future action; a special meeting of the radio committee under the chairmanship of Walter A. Strong, publisher of the *Chicago Daily News*, to be held Wednesday afternoon at the Astor Gallery and which all newspaper members operating broadcasting stations have been invited to attend; and a special meeting of the open shop committee, of which Charles A. Webb, *Asheville Citizen*, is chairman, to be held on Tuesday afternoon April 25, in the Astor Gallery.

L. H. Butler, *Buffalo Evening News*, as chairman of the membership committee will report a healthy growth in the membership following the revision of the association's membership dues, which has been in effect since last year's convention. The present membership includes 482 daily newspapers with many applications pending to be acted upon at a meeting of the board of directors to be held on Saturday this week, April 23.

But featuring the convention, according to Mr. Palmer, will be the reports of the mechanical and traffic departments, dealing with activities of the association looking toward the elimination of waste in the newspaper business, and the stoppage of leaks which have been costing publishers dearly.

Thousands of dollars have been saved newspaper publishers, members of the A. N. P. A., by adjustments in railroad tariffs obtained through efforts of the traffic department since it was organized in September, 1926, and Mr. Mathey appointed as manager, the convention will be told.

An outstanding instance is the reduction of 16 2/3 per cent in the baggage rate for transportation of newspapers between all points in the central territory. Negotiations are now under way with western and southern railroads with a view to obtaining corresponding reductions.

The traffic department has also succeeded in establishing the principle that rates for carload shipments on return trips from points in the central and southern territory should be no higher than rates on newsprint paper in the reverse direction. This one accomplishment has resulted in the saving of several thousands of dollars a year to the membership, it has been estimated. It represents an adjustment that had previously been sought by publishers through applications to the Interstate Commerce Commission, without success, until the traffic department accomplished the desired results. The reductions obtained range from six cents to one half cents to 38½ cents per cwt.

Many other reductions in newsprint rates to specific points have already been obtained by the traffic department and negotiations are continuing. In several cases where the publishers have been paying exorbitant rates during the last several years they will obtain a refund of the excessive charges. In one individual case, it has been estimated, that the A. N. P. A. member publisher will receive a refund aggregating more than $6,000.



President John Stewart Bryan

Perhaps the greatest advantage resulting from the organization of the traffic department is that the A. N. P. A. members are now represented and their views expressed at all meetings of railroad officials and interstate commerce hearings of interest to newspapers.

Mr. Wines, as manager of the mechanical department, will tell members how he is striving to cut waste in this branch of the newspaper business.

Between two and eight per cent of every 1,000 tons of newsprint used by newspapers is wasted, according to a report on newsprint waste which was issued to the membership of the A. N. P. A. by Mr. Wines. The report was based on figures furnished by more than 100 members. Mr. Wines has estimated that newsprint waste costs A. N. P. A. members a sum in excess of $5,000,000 annually, and he believes this enormous aggregate waste can be reduced by 20 per cent or $1,000,000.

Mr. Wines has accompanied his report with tabulations divided into different classes representative of the newspapers reporting, such a Class A, with newsprint consumption under 1,000 tons annually, Class B with consumption of 1,000 to 5,000 tons, Class C consumption of 5,000 to 20,000 tons and Class D consumption of over 20,000 tons.

The various causes of the waste are listed as due to excessively heavy wrappers, waste in handling and in transit generally, core waste, and waste due to spoiling and tearing in printing.

Waste due to heavy wrappers is estimated as amounting to $2,500,000 yearly as far as A. N. P. A. members are concerned. Percentages of waste caused by wrappers range all the way from a minimum of .75 per cent to 2.50 per cent. Mr. Wines makes it plain that there is no apparent intention on the part of paper manufacturers to make the wrappers too heavy in order to collect on the extra weight. He says that the paper companies are always willing to follow the wishes of the publishers in this regard.

Core waste was reported from .05 per cent to 2.42 per cent and printed waste from .07 per cent to 4.44 per cent.

Concluding his report, Mr. Wines stated:

"To keep waste within the plant at a reasonable minimum requires constant care and vigilance upon the part of everyone concerned with the handling of paper rolls or the operation of presses. If this discussion has done nothing more, it has at least served to call attention to some of the losses which accompany carelessness in the use of paper. This whole subject is worthy of more attention than, in many cases, it receives."

Committee chairmen scheduled to report to the annual convention next week include: Howard Davis, business manager, *New York Herald Tribune*, chairman of the finance committee; Charles A. Webb, *Asheville* (N. C.) *Citizen*, chairman committee on open shop; George M. Rogers, *Cleveland Plain Dealer*, chairman, committee on mechanical department; Charles F. Hart, mechanical superintendent, *New York Times*, committee on standardization of presses and press parts; E. M. Antrim, *Chicago Tribune*, chairman of committee on traffic; Victor F. Ridder, *New Yorker Staats Zeitung*, chairman committee on printing trades schools; A. L. Miller, *Battle Creek* (Mich.) *Enquirer and Evening News*, chairman of the committee on federal laws.

J. D. Barnum, *Syracuse Post-Standard*, chairman, postal committee; T. R. Williams, editor and publisher, *Pittsburgh* (Pa.) *Chronicle-Telegraph* and *Gazette-Times*, chairman, paper committee; E. H. Baker, president, *Cleveland Plain Dealer*, chairman, committee on national forest resources; Walter A. Strong, *Chicago Daily News*, chairman, committee on radio; Hilton U. Brown, *Indianapolis News*, chairman, committee on circulation audits.

William B. Bryant, *Paterson* (N. J.) *Press Guardian*, is chairman of the convention program committee.

CONVENTION TIME-TABLE

MONDAY, APRIL 25

10 A. M.	Committee in Charge of the Bureau of Advertising of the American Newspaper Publishers Association, annual meeting.
11 A. M.	Associated Press, annual meeting called to order
1 P. M.	Associated Press, annual luncheon, President Noyes, speaker.
2:30 P. M.	Associated Press, afternoon session, Waldorf-Astoria.
7:30 P. M.	United Press Association, 20th anniversary dinner, Biltmore.
7:45 P. M.	King Features Syndicate, M. Koenigsberg, president, Garden Lark, Friars' Monastery, 110 W. 48th street.

TUESDAY, APRIL 26

11 A. M.	Associated Press, opening of second day's session.
2:30 P. M.	Associated Press, afternoon session.
3:30 P. M.	United Feature Syndicate, reception to Miss Elsie Nichols, leading lady of "Abie's Irish Rose," in Green Room at Waldorf.

WEDNESDAY, APRIL 27

10 A. M	American Newspaper Publishers Association, opening meeting called to order.
12:30 P. M.	Adjourn for luncheon.
2:30 P. M.	American Newspaper Publishers Association, afternoon session.
7:00 P. M.	North American Newspaper Alliance, directors meeting, Waldorf-Astoria.

THURSDAY, APRIL 28

10 A. M.	American Newspaper Publishers Association.
12:30 P. M.	100,000 Group of American Cities, luncheon, Roof Garden.
2:30 P. M.	A. N. P. A., afternoon session.
7:30 P. M.	Bureau of Advertising of the American Newspaper Publishers Association, annual dinner, Waldorf-Astoria

FRIDAY, APRIL 29

10 A. M.	A. N. P. A., meeting, Waldorf.
10:30 A. M.	Audit Bureau of Circulations, directors meeting, Astor Hotel.
7:30 P. M.	Dinner to Ed Howe, former editor *Atchison* (Kan.) *Globe*, at Biltmore Hotel.

PRESIDENT COOLIDGE U. P. DINNER SPEAKER

Chief Executive to Be Honor Guest of Press Service at 20th Anniversary Dinner April 25—History Organization Founded By E. W. Scripps in 1907 Told

PRESIDENT COOLIDGE is expected to deliver the most important speech he has made since addressing the American Legion at Kansas City last Armistice Day when he addresses the 20th anniversary banquet of the United Press Associations scheduled for Monday evening, April 25, at the Biltmore Hotel. More than 900 are expected to attend.

The occasion will represent the second time that President Coolidge has addressed a gathering of the nation's editors and publishers, but the first time that the affair has been under the auspices of the United Press. In 1924 President Coolidge was the speaker at the annual luncheon of the Associated Press.

Karl A. Bickel, president of the United Press, will preside at the banquet. Another speaker will be Irvin S. Cobb, humorist.

Music will be furnished by the West Point band of 72-pieces.

In addition to newspaper men of this country a small delegation is coming from South America and the Continent to attend the banquet. Among the foreigners who will be present are Count Pereira Carneiro, publisher of the *Rio di Janeiro Journal do Brasil;* and Axel Wenner-Gren, publisher of the Stockholm-Dagabladt.

A consolidation of three wire associations in 1907 resulted in the present United Press Associations, but the clients represented in the three different groups were few in number compared to the present world-wide clientele of the organization today. The growth has been from under 300 to a present claim of 1,100 in 37 different countries.

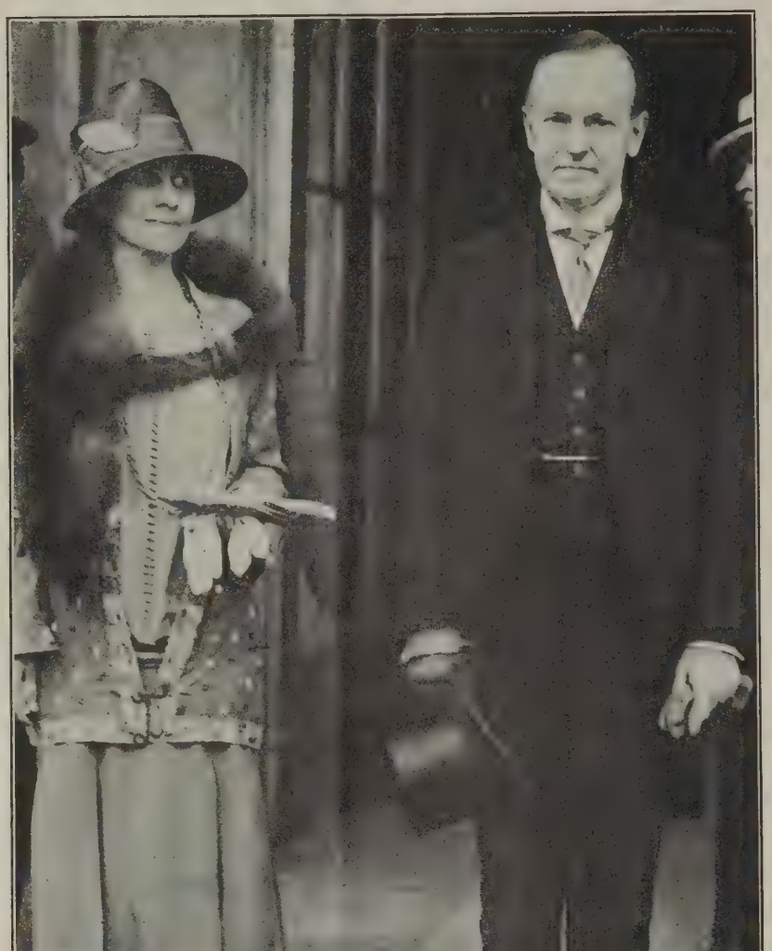
The consolidation was the outgrowth of conditions which existed for 10 years following the Spanish-American war. After the demise in the late nineties of the old United Press, which had been fostered and made powerful by the late Charles A. Dana of the *New York Sun,* the newsgathering field was left open to the Associated Press. To furnish news for such newspapers as were not members of the A. P. a number of independent agencies were established. Chief among these were the Scripps-McRae Press Association, which confined its efforts mainly to the middle west, the Scripps News, functioning on the Pacific Coast, and the Publishers' Press whose field was the Atlantic Coast region.

At first there was a working alliance arranged between these three different groups in an attempt to co-ordinate efforts and bring about a greater measure of cohesion. This working agreement was only partially successful. The independent character of the three organizations which entered it and the human desire of the editors of each to play up the news of his own territory, operated to make the service of each rather top-heavy and poorly balanced. What was needed was complete unification of the three associations under a single directing head and a single ownership.

In 1907, the late E. W. Scripps, chain newspaper owner, consolidated the three agencies and organized the new United Press.

In organizing the new United Press, Robert Paine, John Vandercook, Hamilton Clark and Roy W. Howard were Mr. Scripps' chief lieutenants. J. C. Harper, a lawyer, prepared the articles of incorporation which were filed with the Secretary of New York State, June 21, 1907. The incorporators and directors at the first board meeting held in New York, June 22, 1907 were Mr. Clark, Mr. Howard, Mr. Harper, C. D. Lee, Lilly Price, Charles F. Mosher, Grace F. Luckings and John L. White. One director. Mr. Vandercook, was absent.

Mr. Vandercook was placed in charge of this new agency as president, but retained this position only a year before he died. At Vandercook's death in 1908, United Press clients numbered about 300.



President and Mrs. Calvin Coolidge

In a letter written Sept. 27, 1912 to Roy W. Howard, Mr. Scripps, founder of the United Press, told why he had organized the wire news agency. Much of the letter is too personal for reproduction, but excerpts were made public for the first time this week.

"I do not believe in monopolies," Mr. Scripps wrote, "I believe that monopolists suffer more than their victims in the long run. I do not believe it would be good for journalism in this country that there should be one big news trust. I not only wanted to start a new newspaper if I chose, but I wanted to make it possible for a man to found a newspaper in any city of the union. * * *

"I had been convinced of the correctness of the proverb that what is everybody's business is nobody's business, when applied to a purely mutual press association, considering the membership as a whole. Clique rule is the inevitable outcome of all mutual institutions, I believe.

"I believe in one-man control—in other words the 51 per cent rule—just as firmly as I believe in the distribution or sharing of profits amongst all the important and capable administrators of a business.

"Providing the one man is fairly intelligent and is possessed both of reputation and character that makes him dependable it is better that he should have final authority, not by agreement, but by his own individual power and title. I propose to avoid the dangers of a mutual concern as well as the dangers of shifting balances of power of the company of stockholding ownership."

When Mr. Vandercook, the first president of the United Press, died in April 1908, the late Hamilton B. Clark was appointed his successor. Mr. Clark was in charge from 1908 until 1910. In 1910 C. D. Lee took the title and held it until 1913.

During all these years, 1908 to 1913, Roy W. Howard, now chairman of the board of the Scripps-Howard Newspapers, was the chief assistant to the president. The organization prospered and grew in this period, but its greatest expansion began in 1913 when Mr. Howard became president and took complete charge. Mr. Howard was president from 1913 to 1920, when he was succeeded by W. W. Hawkins.

Under the administrations of Mr. Howard and Mr. Hawkins the United Press developed on an international scale until today, under the presidency of Karl A. Bickel it is one of the most important news gathering and dist ting agencies.

"The sun never sets on United P client papers' deadlines, and never but that a United Press correspon is waiting to greet it," is a slogan service has recently adopted.

Mr. Bickel is a thoroughly tr press association man who came up the ranks. He became president of organization in January 1923, after ing been business manager, news ager and general manager in turn

In charge of the news reports i services is Robert J. Bender, ge news manager. Ralph H. Turne assistant general news manager, p particular attention to directing the services of the United Press.

Hugh Baillie, general business m ger, is in charge of the business departments, with Gilbert M. Clayt assistant business manager and Cle Randau as sales manager.

J. H. Furay, vice-president is in eral charge of all services in fo countries.

In the foreign field, James I. M vice-president, is in charge of S America with headquarters in B Aires.

Ed L. Keen, vice-president and eral European manager directs European news gathering and vice from his headquarters in Lo Webb Miller is assistant general pean manager and Dr. E. J. Bi continental business manager in Eu

The first great test of the U Press in its field came after 1914 the Great War began, necessitatin greatest display of efficiency ever k among news agencies in modern hi

The clientele increased swiftly ar the end of the war the United was serving 800 clients in United S and Canada and had expanded its fo service until its dispatches reached quarter of the civilized world. Eu South America, the Orient.

The United Press has established maintains 36 bureaus in the largest of the United States and 28 burea Europe, South America and other of the world. In addition to the re United Press bureaus, the organiz has correspondents in all news cent the United States, and more thar correspondents in foreign cou More than 104,000 miles of leased are used each day in carrying o full service to its newspapers. Ap imately 20,000,000 American news readers read the dispatches of the U Press.

The United Press introduced "human interest" side of press as tion work. It conceived its duty to give readers of its client newsp not only the actual facts of each event but also to reflect something atmosphere and color surrounding news event.

As originally established, the U Press served only afternoon and S morning clients. Soon after the cl the war, however, a night servic the morning paper field under the "The United News" was laun Now United News has become a p United Press.

Later the United Financial s for transmission of financial and sp news, including races, was establ

In the foreign field one of the ac ments of the United Press has be discovery of South America as a for United States news and the nee the countries of that continent for news. Until 1916, South Am newspapers were dependent for news of Europe and North An upon the Agence Havas, the official agency of France. North Am news reached South America by w England or France.

In June 1916, the United Press o

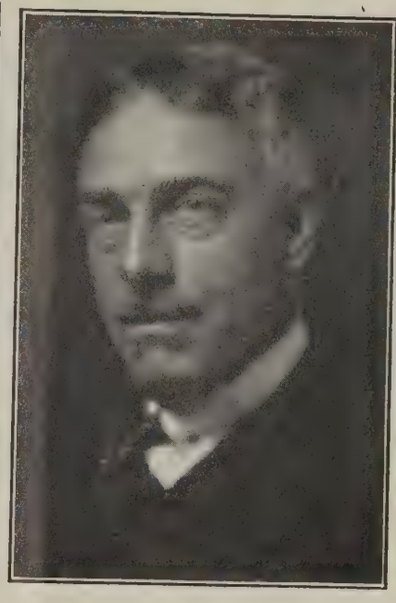
PAST PRESIDENTS AND PRESENT CHIEF OF UNITED PRESS ASSOCIATIONS



Roy Howard



John Vandercook

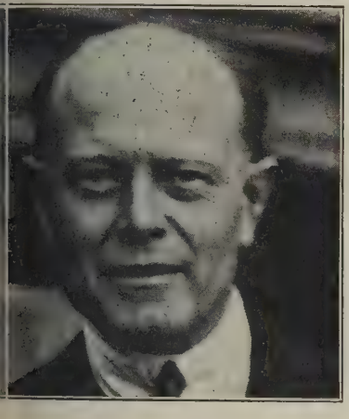


Hamilton B. Clark



W. W. Hawkins

irect service from New York to nos Aires and Rio de Janeiro, in ad- n to its direct European service rn London and Paris to those cities. inning then with a few clients in entina, this service has developed



Karl A. Bickel

today the United Press clients in- most of the important newspapers he South American continent who ve a daily service reaching 10,000 words. The clientele extends from ota, Colombia to Argentina, and up east coast to Rio De Janeiro and Paulo, Brazil. Other special serv- go to Mexico, Cuba, Porto Rico, o Domingo, Central America, Pan- Hawaii and Manila.

ited Press bureaus, manned by ricans trained in North American paper work are maintained in os Aires, Santiago and Rio de Jan- Lima, Bogota and La Paz.

Europe the United Press dispatches rectly to clients in France, England, nany, Austria, Hungary, Norway, en, Denmark and Spain, and gh connections there to all the countries of the older continent.

the Orient where United Press us are also maintained at Tokio, a, Peking, Shanghai and Manila. dispatches in Japan are distributed gh an arrangement with Nippon o Tsushin Sha, the Japanese tele- agency and directly to the *Osaka ichi* and the *Tokio Nichi Nichi*. In alia and New Zealand, more than newspapers publish United Press ches daily.

teen English-language and vernac- papers in China receive United News from the Peking and hai bureaus.

number of important newspapers of Canada are served by the United Press, through the British United Press, Limited, an affiliated organization.

Today United Press service is being delivered directly to approximately 1,100 clients in 37 countries, and is appearing in 17 different languages, according to the present management.

During the last few weeks, rapid steps have been taken in the expansion of the United Press service to newspapers of Continental Europe. Five new clients in Holland, Italy and Spain have begun service. They are: *De Telegraaf*, of Amsterdam; *Gazetta del Popolo*, of Turin, Italy; *Ambrosiano*, of Milan; *Il Gazzettino*, of Venice; and *A. B. C.*, of Madrid, Spain.

WHEN NEWSPAPERS USE TELEVISION

By ED MEISBURGER

AS it might be in a newspaper office on the first day television is in general usage:

Reporter (calling Mr. Mazuma to ask what he thinks of his daughter eloping with the family chauffeur)—"You say Mr. Mazuma is not in? Well Mr. Mazuma, I don't like to accuse you of evading the truth, but I know you at sight and I can plainly see you standing there in your bathrobe talking to me. If you do not care to talk, that of course is your business."

Next day the elopement story in part was like this:

Mr. Mazuma, called last night at his home, answered the telephone, but denied being in. However he was plainly seen at his telephone by the *Gazette* representative who called him.

Managing editor (addressing telegraph editor)—"What's the development in that mine disaster? Have they gotten the miners out?"

Telegraph Editor—"The press services have not come through, but I just talked over long distance to the mine foreman and I saw the rescuers bringing some of the miners out. We've gone with that in a chaser."

Reporter (disguising his voice)—"Is this the city editor? Well this is Mrs. Martin. Mr. Martin has a bad attack of influenza and won't be able to get to work today. He's very sorry."

City Editor—"I'm very sorry, Mr. Martin, but you'll have to come to work today. Just drop that bottle I see in your hand and come on down."

Shrill Voice—"Are you the man who said he'd put my daughter's picture in the paper?"

City Editor—"Well I don't recall, lady, I handle so many pictures. Perhaps it was the assistant-assistant city editor."

Voice More Shrill—"Well it was you. I know that red moustache. You told me her picture would be in the paper. Now don't bite your lips like that and frown. If you don't put that picture in we'll quit the paper and there will be a lot of other people quit it too."

Reporter (calling city editor)—"This meeting hasn't developed anything yet, but I'd better stick. I think it will run a couple of hours."

City Editor—"Now if I were you I'd put that four ball in the far pocket, wash the chalk off your hands and go where I sent you."

Insistent Voice—"Are you going to stay down at that office all night. Seems like you stay later every night. I'm getting tired of it. You get home here in a hurry, George Sniffen, or you don't need to come at all."

George Sniffen—"There you go, again. I'm tied up on a story and I don't know when I'll get away. If I was through I'd be home. I don't hang around here just for the fun of it. You should have married a guy who punches the clock."

Insistent Voice—"Don't sit there and lie to me. Can't I see those cards in your hand. And there's Bill, Ray and Jimmie with cards in their hands. So you're tied up on a story. Well you'll be tied up in a knot when you get home. Now you come on home and don't let me have to call you again."

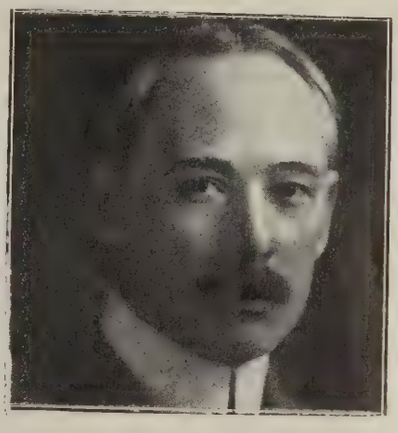
BERLIN EDITORS IN N. Y.

German Group Takes Maiden Voyage on New Steamship

A group of prominent German newspaper men spent a short time in this country last week arriving April 11, on the new Hamburg-American line steamer "New York" on her maiden voyage, and returning on the same ship April 18.

While in New York, the visiting journalists were given a dinner by Victor Ridder, publisher of the *New Yorker Staats Zeitung*, and a luncheon by Adolph Ochs, publisher of the New York Times.

Those in the party were: P. Baecker, Chairman of the Association of the German Press; Dr. H. Diez, Director of Wolff's Telegraph Bureau of Berlin; Dr. E. Faktor, chief editor of the *Berliner Boersen Courier;* Walter Funk, editor of the *Berliner Boersenzeitung;* Henrich Rippler, chief editor, *Taegliche Rundschau*, Berlin; Dr. E. Wiems, chief editor, *Deutsche Tageszeitung*, Berlin; Dr. Samuel Breslauer, chief editor, *Berliner*



C. D. Lee

Lokalanzeiger; Dr. H. Priester, editor, *Berliner Tageblatt;* J. Elbau, editor, *Vossische Zeitung*, Berlin; Dr. A. Hassmueller, chief editor, *Koelnische Zeitung*, Cologne; Herman Orth, chief editor, *Germania*, Berlin; F. von Eckardt, chief editor, *Hamburger Fremdenblatt;* Wilhelm Leda, editor, *Hamburger Nachrichten;* Dr. Rolf Erdmann, editor, *Hamburger Anzeiger;* Paul Bugdahn, chief editor, *Hamburger Echo;* Rudolf Michael, chief editor, *Hamburger Correspondent;* Admiral (ret.) W. Vollerthun, editor, *Muenich Neueste Nachrichten;* Paul Fechter, editor, *Deutsche Allgemaine Zeitung;* E. von Mueller, representative of the Telegraphen Union, Berlin.

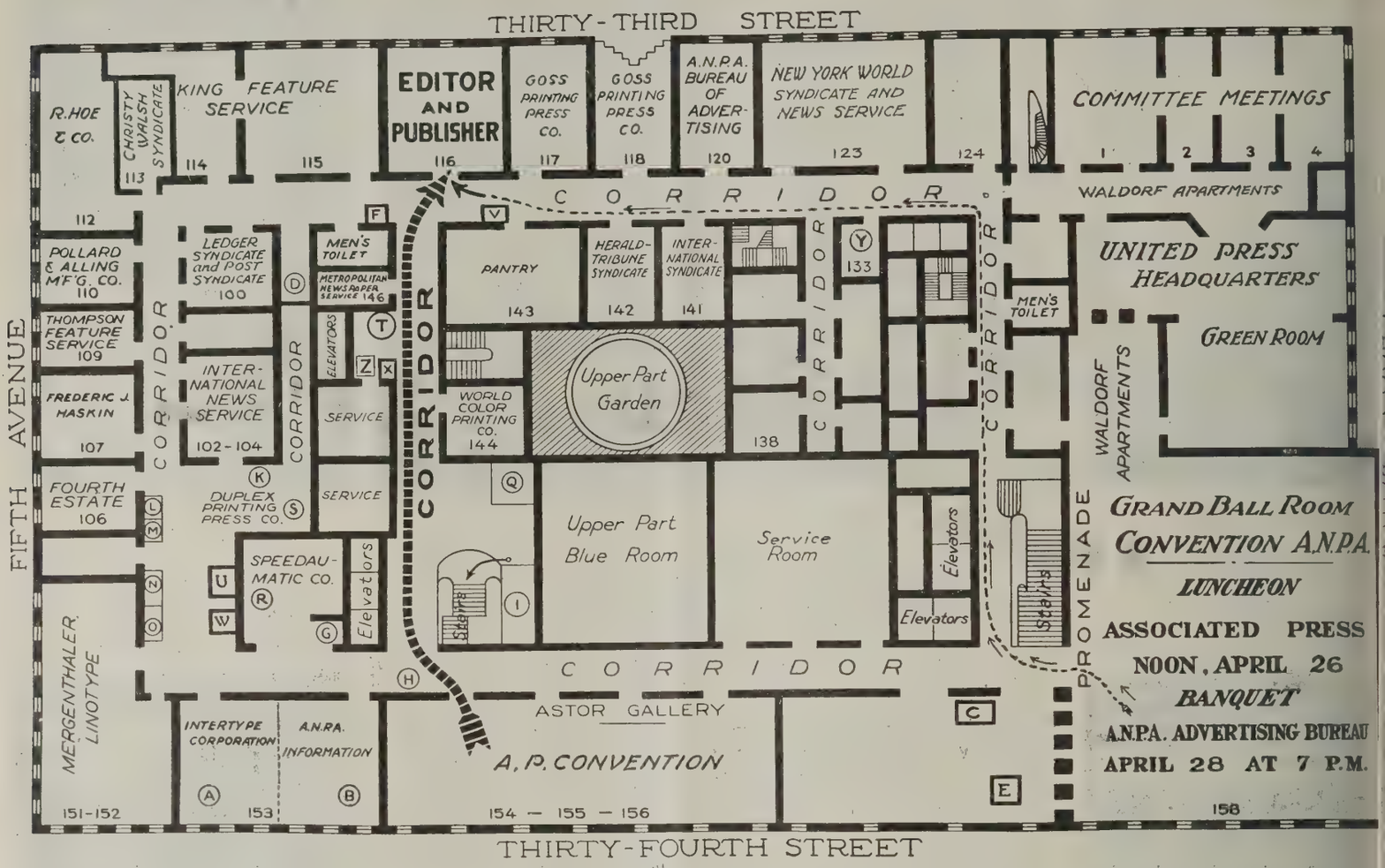
HAS HIMSELF ARRESTED

Oregon Publisher Starts Case to Test Legal Status of Judges

Fred L. Boalt, editor of the *Portland* (Ore.) *News*, recently arranged for his own arrest for driving an automobile without a license plate. The object of the arrest was to test the legality of the present method of appointing municipal judges in Portland, Boalt expecting to carry his case to the Oregon Supreme Court on this contention.

When Mr. Boalt had been fined $10 and had refused to pay Judge Stadter ordered that he serve it out in jail at the rate of $2 a day. Just as he was about to be thrown into the city jail, Boalt's attorney arrived with a writ of habeas corpus from the Circuit Court.

DIRECTORY OF PUBLISHERS' CONVENTION EVENTS AND EXHIBITS



ADDRESSOGRAPH
Main Floor, Old Colony Club Room
W. G. Ryan — Robert E. Connelly

AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION.
Convention, Grand Ball Room, end of West Foyer.
Committee Meetings room at end of West Foyer and Rooms 1, 2, 3, 4.
General Offices, 270 Madison Avenue.
Registration in room at entrance to Grand Ball-Room (Space C).
Information Desk, Myrtle Room.
Representatives of Railroad, entrance to Grand Ball Room (Space E).
Exhibit of Printing Trade Schools, Room 153 B.

ASSOCIATED PRESS.
Convention, Astor Gallery, Rooms 154-155.
Annual Luncheon, Grand Ball Room.
Committee Meetings, Rooms 1, 2, 3, 4, and Astor Gallery.
General Offices, 383 Madison Avenue.

AMERICAN BIROTADRUCK COMPANY.
Store on main floor.
S. P. Weston.

ARTGRAVURE CORPORATION.
Space (H) in Corridor.
A. N. Sherin. — R. N. Getches.
F. D. Murphy. — W. A. Milanese.

BELL SYNDICATE.
Space (D) in Corridor.
John N. Wheeler.
Henry M. Snevily.
E. J. Clode, Jr.
James A. O'Connell, Jr.
Miss Marie A. Cleary.

BENJAMIN ADVERTISING COMPANY.
Space (W) in Corridor.
Louis Benjamin.
Charles Chamberlain.

BOURGES SERVICE.
Alcove on Main Floor.

CHICAGO TRIBUNE SYNDICATE.
Col. R. R. McCormick. — William Whalen.
Arthur Crawford. — Steve Wharton
E. M. Autrim. — W. E. MacFarlane.
J. W. Park. — D. McMahon.

CLINE ELECTRIC & MFG. COMPANY.
Space (O) in Corridor.
H. E. Brundage. — H. S. Patterson.
A. J. Cline. — R. J. Baker.
A. H. Parks. — C. A. Dresser.

CUTLER-HAMMER MFG. CO.
Space (S) in Corridor.
C. W. Yerger. — Fred Oberschmidt.
Frank W. Barnecott. — A. H. James.
F. W. Schnell.

DUPLEX PRINTING CO.
Space (K) in Corridor.
H. P. Bechman. — Charles H. Brown.
M. M. Farley. — Bruce M. Phelps.
I. C. Squier. — Sam R. Young.
Col. Markey. — A. C. Hewitt.
Wesley Dammes. — George S. Boumphrey.

EDITOR & PUBLISHER.
Room 116.
Mr. Brown. — Mr. Bope.
Mr. Pew. — Mr. Strate.
Mr. Robb. — Mr. Glaser.
Mr. Bassett. — Mr. Payne.
Mr. Schuyler. — Mrs. Dare.
Mr. Brown, Jr. — Miss McMahon.
Mr. Clougher. — Miss Ferro.
Mr. Groomes. — Miss Sheldrick.
Mr. Lambert. — Miss Clougher.
Mr. Tanner. — Miss Smith.
Mr. Haulenbeek. — Miss Green.
Mr. Needham. — Miss Garigan.
Mr. Roche. — Miss Burke.
Mr. Kane. — Miss Stiles.
Mr. Hedley.

EDITORS' FEATURE SERVICE.
First Floor Desk.
Leroy Miller. — H. B. Sharp.
Homer George. — W. H. Johnson.

ELROD CASTER COMPANY.
Space (M) in Corridor. (See Ludlow Typograph Co.)

THE FOURTH ESTATE.
Room 106.

GOSS PRINTING PRESS CO.
Room 117.
George Eddy. — E. M. Arnold.
M. L. Redfield. — H. S. Mount.
G. C. Abbott. — H. F. Sheldon.
O. P. Brion. — H. D. Bell.
J. W. Spencer.

FREDERIC J. HASKIN.
Room 107.
Frederic J. Haskin. — W. R. Fairfield.
W. J. Cobb. — Camilla Hughes Brown.

R. HOE & COMPANY.
Room 112.
H. R. Swartz. — G. H. Higgins.
H. M. Tillinghast. — E. L. Johnson.
A. J. Gallien. — C. D. Peterson.
C. W. Gaskell. — H. Reynolds.
H. V. Ball. — J. H. Risely.
J. M. Masterson. — E. R. Rodd.
A. Bowie. — W. F. Smart.
J. W. Coleman. — J. F. Springstead.
O. L. Crain. — C. F. White.
P. H. Gallien. — R. A. Willoughby.

THE J. M. HUBER INK COMPANY.
Room 144.
J. M. Huber. — Charles W. Luttinger.
Albert H. Gere. — W. H. Lucking.
Herbert Bertel. — William Burns.

IMPERIAL TYPE METAL CO.
Space (T) in Corridor.
Clarence Semon. — David N. Phillips.
John Plummer. — Steve Byrnes.
David Britton. — Fred J. Sandman.
William H. Street. — Harry A. Bray.
Gene Kelly. — Jack Bauman.
Grant S. Wilber.

INTERTYPE CORPORATION.
Room 153 A.
N. D. Becker. — T. A. MacElwee.
D. R. Salisbury. — F. A. Hill.
F. H. Dunham. — W. H. Coleman.
W. B. Goode. — W. K. Young, Jr.
C. Chidsey. — M. L. Van Keuren.
J. W. Schuh. — R. B. Daigle.
B. W. Radcliffe. — R. Henneley.
W. C. Lund. — E. Goodbody.
R. O. Van Horn. — A. M. Berry.
S. H. Hayles.

INTERNATIONAL NEWS SERVICE.
Room 102-104. (See King Features Syndicate.)

INTERNATIONAL SYNDICATE.
Room 141.
Howard Miller.

INTERNATIONAL FEATURE SERVICE.
Room 114-115. (See King Features Syndicate.)

JOHNSON FEATURE SERVICE.
First Floor Desk.
W. H. Johnson.
Leroy Miller.

KING FEATURES SYNDICATE, INC.
Room 115.
Frank J. Nicht. — I. F. Alofsin.
W. E. Moss. — C. B. Travis.
John A. Brogan. — Frank R. Margeson.
John D. Raridan. — B. A. Caparell.
L. J. Corwin. — Roy Q. Minton.
H. T. Hopkins. — Jack Hornaday.

KOHLER SYSTEM.
Mezzanine Floor.
G. A. Kohler. — George R. Hefner.
Franklin W. Kohler. — James E. Rust.

LANSTON MONOTYPE COMPANY.
First Floor Desk.
Richard Beresford. — Harvey D. Best.
T. Frank Morgan. — Herbert Morley.

LEDGER SYNDICATE.
Room 101.
John Elfreth Watkins. — E. W. Gilland.
E. J. Parker. — H. U. Clayton.

LUDLOW TYPOGRAPH COMPANY.
Space (L) in Corridor.
William A. Reade, President.
Philip P. Merrill. — B. C. Anderson-Smith.
J. O. King. — A. H. Blackwood.
H. H. Muir. — W. F. Mulcahy.
Clay Wellman. — P. I. Robbins.

MAGNETIC BASEBALL CORP.
Space (X) in Waldorf Corridor.
George H. Reynolds.
William Rossi.
Frank E. Fears.

MARGACH MFG. COMPANY.
Store at 8 West 34th Street.

McCOY HEALTH SERVICE.
Second Floor, Corridor.
D. G. Dumaresq. — B. Samuels.
H. Freeson. — E. Coxford.

MERGENTHALER LINOTYPE COMPANY.
Room 151.
Walter H. Savory. — C. C. Rhame.
Fred C. Grumman. — Mark H. Boynton.
Walter C. Bleloch. — Tom Butler.
Fred W. Bott. — F. C. Van Schaick.
Harvey E. Reid.

METROPOLITAN NEWSPAPER SERVICE
Room 146.
Max Elser, Jr. — Arthur J. Lafave.
Earl J. Hadley. — Carter Lucas.
Donald W. Brown. — Burnett O. McAn
George A. Erickson.

NATIONAL NEWS SERVICES.
Room 144
Sidney A. Silberman — Bert H. Cohe
Milton R. Jacobs — Henry Levaur

N. E. A. SERVICE, INC.
Space (I) in Corridor.
Fred S. Ferguson. — William F. Na
J. W. Dean. — Mr. Douglas.

NEW ENGLAND NEWSPAPER SUPPLY
John J. Todd. — Charles H. H
William F. Grenier. — Fred M. You

NEW YORK HERALD-TRIBUNE SYNDIC
Room 142.
H. Staton.
Phil Dietz.
Miss White.

NEW YORK WORLD SYNDICATE and N SERVICE.
Room 123.
F. B. Knapp. — H. C. Thiele.
W. H. Williams. — W. R. Lipman.
George C. Congdon. — George F. Mur
R. E. Moyer.

NEWSPAPER FEATURE SERVICE.
Room 114-115. (See King Features Syndic

PLAYOGRAPH COMPANY.
Space (F) in Corridor.
Leo C. Baum. — Alfred L. Fergus
Fred E. Marquet.

POLLARD-ALLING COMPANY.
Room 110.
W. M. Stretch. — Charles R. Ketch
F. H. Alling. — Frank DeMinico.

POST SYNDICATE.
Room 101.
John Elfreth Watkins. — E. W. Gill
E. J. Parker. — H. U. Clay

PREMIER SERVICES.
Room 114-115. (See King Features Syndic

PRESSMEN'S HOME.
Corridor Space (Ground Floor).
Maj. George L. Berry.

H. D. ROOSEN COMPANY.
Room 133.
Edward A. Nolte.
Arthur S. Thompson. — James T. Hay
John R. Hays. — Gilbert V. Old

SPEEDAUMAT COMPANY.
Space (R) in Corridor.
H. M. Pierce.
A. W. Bauer.
Miss S. M. Johnsen.

STAR ADCRAFT SERVICE.
Room 114-115. (See King Features Syndic

ASHTON G. STEVENSON, INC.
Space (U) in Corridor.

SCIENCE SERVICE, INC.
Space 2, Second Floor Corridor.
Miss Hallie Jenkins.

(Continued on page 84)

NEW YORK ADDRESSES OF VISITING PUBLISHERS

Name of Newspaper	Representative	New York Address
ame of Newspaper	Representative	New York Address
it (Mich.) Telegram	Stuart H. Perry	Waldorf-Astoria
(Ohio) Beacon-Journal	John S. Knight	Biltmore Hotel
	Jack J. Barry	Waldorf-Astoria
er (N. Y.) Knickerbocker Press and ning News	Lynn J. Arnold, Jr.	Knickerbocker Hotel
	John J. Connors	Roosevelt Hotel
	Arthur D. Hecox	Roosevelt Hotel
wn (Pa.) Call	R. W. Weiler	Astor Hotel
	C. J. Smith	Astor Hotel
	P. W. Leisenring	Astor Hotel
a (Pa.) Mirror	D. N. Slep	Waldorf-Astoria
	F. G. Pearce	Waldorf-Astoria
	H. L. Johnston	Waldorf-Astoria
io (Tex.) Globe-News	Gene A. Howe	Astor Hotel
dam (N. Y.) Recorder & Democrat	Gardiner Kline	Waldorf-Astoria
on (Ind.) Herald	William M. Toner	Biltmore Hotel
as City (Ark.) Traveler	Oscar S. Stauffer	St. James Hotel
lle (N. C.) Citizen	Charles A. Webb	Waldorf-Astoria
lle (N. C.) Times	Don S. Elias	Waldorf-Astoria
	D. Hiden Ramsay	Waldorf-Astoria
n (Kan.) Globe	Gene A. Howe	Astor Hotel
(Ohio) Messenger	F. W. Bush	St. James Hotel
	G. K. Bush	St. James Hotel
(Ga.) Constitution	Clark, Howell, Sr.	Astor Hotel
	Clark, Howell, Jr.	Astor Hotel
ro (Mass.) Sun	John H. Vallette	Waldorf-Astoria
(N. Y.) Advertiser-Journal	Chas. C. Cain, Jr.	Waldorf-Astoria
	Victor J. Callanan	Waldorf-Astoria
a (Ga.) Herald	R. W. Chamberlain	Waldorf-Astoria
(Vt.) Times	Bowdre Phinizy	Astor Hotel
Creek (Mich.) Enquirer & News	F. E. Langley	Waldorf-Astoria
Creek (Mich.) Moon-Journal	A. L. Miller	Waldorf-Astoria
e (N. J.) Times	N. E. Conine	Commodore Hotel
	Mrs. M. M. Lazarus	Bayonne, N. J.
	S. A. Lazarus	Bayonne, N. J.
	H. Lazarus	Bayonne, N. J.
	M. Zinadar	Bayonne, N. J.
ham (Wash.) Herald	S. A. Perkins	Roosevelt Hotel
(Wis.) News	B. P. Eldred	Commodore Hotel
	R. F. Collins	Commodore Hotel
em (Pa.) Globe-Times	J. M. Litsch	Pennsylvania Hotel
	Harold B. Farquhar	Pennsylvania Hotel
rd (Me.) Journal	William E. Foster	15-17 East 40th St.
(Mont.) Gazette	A. R. Prudden	270 Madison Ave.
	L. C. Prudden	270 Madison Ave.
nton (N. Y.) Sun	Arthur E. Garvey	Knickerbocker Hotel
	Walter J. Lyon	Knickerbocker Hotel
nton (N. Y.) Press & Leader	Ralph E. Bennett	Astor Hotel
	Frank W. Clark	Astor Hotel
gton (Ill.) Pantagraph	Jules Livingston	Astor Hotel
	Davis Merwin	c/o John G. Polache 1085 Park Ave.
Globe	C. C. Marquis	Astor Hotel
	Charles H. Taylor	c/o A. N. P. A. 270 Madison Ave.
d (Pa.) Era	Carl G. Milligan	Woodstock Hotel
ort (Conn.) Post-Telegram	Edward Flicker	Commodore Hotel
(Tenn.) Herald Courier & News		
in	Munsey Slack	Breslin Hotel
	Charles J. Harkrader	Breslin Hotel
n Standard Union	R. F. R. Huntsman	Brooklyn, N. Y.
	Theodore Bosshard	Brooklyn, N. Y.
	J. J. Early	Brooklyn, N. Y.
Courier-Express	William J. Conners, Jr.	Vanderbilt Hotel
	Burrows Matthews	Vanderbilt Hotel
	Clifford J. Murray	Vanderbilt Hotel
Times	Norman E. Mack	
	Stuart C. Welch	
on (Ia.) Hawk-Eye	John F. D. Aue	Astor Hotel
(Alta.) Herald	W. J. Watson	
ge (Md.) Banner	P. Watson Webb	Pennsylvania Hotel
(N. J.) Courier & Morning Post	J. David Stern	Shelton Hotel
	Walter A. Young	Empire Hotel
(Ohio) News	Charles E. Morris	Waldorf-Astoria
rdeau (Mo.) Southeast Missourian	Fred Naeter	Breslin Hotel
ale (Pa.) Leader	J. L. Druck	Knickerbocker Hotel
on (W. Va.) Gazette	Robert L. Smith	Astor Hotel
	W. E. Chilton, Jr.	Vanderbilt Hotel
	Mrs. Ruth Garcelon	Astor Hotel
	Mrs. Janice Ginther	Astor Hotel
on (W. Va.) Mail	B. H. Anderson	McAlpin Hotel
(N. C.) News	W. C. Dowd	Knickerbocker Hotel
(N. C.) Observer	Curtis J. Johnston	
nga (Tenn.) News	George F. Milton	Vanderbilt Hotel
	Walter C. Johnson	Astor Hotel
(Pa.) Times	Charles R. Long	Waldorf-Astoria
Herald-Examiner	Roy D. Keehn	Biltmore Hotel
ti Commercial Tribune	M. C. Meigs	St. Regis Hotel
i Post	Harry W. Brown	Waldorf-Astoria
i Times-Star	Frank W. Rosrock	Barclay Hotel
	Hulbert Taft	Pennsylvania Hotel
	C. H. Rembold	McAlpin Hotel
g (W. Va.) Exponent	George Fries	McAlpin Hotel
e (Miss.) Register	Moses Strauss	McAlpin Hotel
e (Tenn.) Leaf-Chronicle	W. Guy Tetrick	Continental Hotel
er (Fla.) Sun	G. P. Clark	Martinique Hotel
e (Kan.) Journal	M. Stratton Foster	St. James Hotel
Springs (Colo.) Gazette & Tele-	Paul Poynter	
	H. J. Powell & wife	Waldorf-Astoria
(S. C.) State	C. C. Hamlin	Ritz-Carlton
(Ohio) Dispatch	William E. Gonzales	Astor Hotel
	F. C. Withers	Astor Hotel
	Harvey R. Young	Vanderbilt Hotel
(N. C.) Tribune	Charles J. Rieker	Vanderbilt Hotel
N. H.) Telegram	A. E. Campbell	Vanderbilt Hotel
g N. Y.) Leader	J. B. Sherrill	Roosevelt Hotel
	Edward J. Gallagher	Wellington Hotel
(N. Y.) Standard	W. A. Underhill	Yale Club
rd (Md.) Times	John F. Rolfe	Waldorf-Astoria
ex.) Journal & News	E. H. Clark	Bristol Hotel
	Joseph B. Finan	McAlpin Hotel
(Ill.) Commercial-News	E. B. Doran	Waldorf-Astoria
	W. A. Dealey	Waldorf-Astoria
(Iowa) Democrat & Leader	John H. Harrison	Astor Hotel
(Iowa) Times	W. J. Parrett	Astor Hotel
Ohio) Journal & Herald	Frank D. Throop	Astor Hotel
	E. P. Adler	Astor Hotel
r Ill.) Review	Ralph M. Jones	Astor Hotel
	Dwight Young	Astor Hotel
(Tex.) Herald	H. C. Schaub	Vanderbilt Hotel
Tex.) Record-Chronicle	F. W. Schaub	Vanderbilt Hotel
es (Ia.) Register and Tribune-	H. E. Ellis	Waldorf-Astoria
	William C. Edwards	Waldorf-Astoria
ee Press	**John Cowles**	**Vanderbilt Hotel**
	William H. Pettibone	Madison Hotel
ews	Hal C. Mitchell	Roosevelt Hotel
	George E. Miller	927 World Bldg.
	Warren S. Booth	c/o I. A. Klein

Name of Newspaper	Representative	New York Address
Duluth Herald	M. F. Hanson	Chatham Hotel
Duluth News-Tribune	Reed Taft Bayne	
Easton (Pa.) Express	J. H. McGrath	
	J. L. Stackhouse	
	A. M. Umholtz	
Elgin (Ill.) Courier-News	D. A. McKenzie	Vanderbilt Hotel
Elizabeth (N. J.) Times	H. E. Pettingill	Elizabeth, N. J.
Elmira (N. Y.) Star-Gazette	Frank E. Tripp	Astor Hotel
	John T. Calkins	Astor Hotel
Erie (Pa.) Dispatch-Herald	Louis Benjamin	Astor Hotel
	C. I. Chamberlain	Astor Hotel
Evansville (Ind.) Courier & Journal	E. J. Fehn	Astor Hotel
Fargo (N. D.) Forum	Norman D. Black	McAlpin Hotel
Findlay (Ohio) Courier-Republican	L. N. Heminger	St. James Hotel
Fort Smith (Ark.) Times Record-Southwest American	J. S. Parks	Astor Hotel
Fort Wayne (Ind.) Journal-Gazette	L. G. Ellingham	Astor Hotel
	A. Schaefer	Astor Hotel
Fort Wayne (Ind.) News-Sentinel	Oscar G. Foellinger	McAlpin Hotel
	Arthur K. Remmel	McAlpin Hotel
Fort Worth (Tex.) Star-Telegram & Record-Telegram	James M. North, Jr.	Astor Hotel
	B. N. Honea	Astor Hotel
Frederick (Md.) News & Post	R. E. Delaplaine	St. James Hotel
Fredericksburg (Va.) Free Lance-Star	Josiah P. Rowe, Jr.	St. James Hotel
Fresno (Cal.) Morning Republican	George A. Osborn	Pennsylvania Hotel
Gary (Ind.) Post-Tribune	J. R. Snyder	Waldorf-Astoria
Geneva (N. Y.) Times	G. B. Williams	Waldorf-Astoria
	W. A. Gracey	Waldorf-Astoria
Gloversville (N. Y.) Herald	Emmett H. Cullings	Waldorf-Astoria
	Flora M. Cullings	Waldorf-Astoria
Gloversville (N. Y.) Leader-Republican	Frank L. Rogers	Waldorf-Astoria
	Edw. H. Mills	Waldorf-Astoria
Grand Rapids (Mich.) Herald	A. H. Vandenberg	Biltmore Hotel
Grand Rapids (Mich.) Press	C. M. Greenway	St. Regis Hotel
	E. J. Slemons	St. Regis Hotel
Greenville (S. C.) Piedmont	R. B. Chandler	c/o Kelly-Smith Co.
Hackensack (N. J.) Bergen Record	Russell L. Binder	Hackensack, N. J.
Hagerstown (Md.) Herald-Mail	S. E. Phillips	Waldorf-Astoria
	William P. Lane, Jr.	Waldorf-Astoria
Hamilton (Ont.) Spectator	James R. Allan	Waldorf-Astoria
	P. S. Fiske	Waldorf-Astoria
Hannibal (Mo.) Courier-Post	E. L. Sparks	Astor Hotel
Hanover (Pa.) Sun	Hugh B. Hostetter	St. James Hotel
	C. Homer Meredith	St. James Hotel
Harrisburg (Pa.) Telegraph	A. R. Michener	Astor Hotel
	A. H. Stackpole	Astor Hotel
	H. R. Fry	Astor Hotel
Hastings (Neb.) Tribune	Adam Breede	St. James Hotel
Haverhill (Mass.) Gazette	Robert L. Wright	Vanderbilt Hotel
Hazelton (Pa.) Plain Speaker-Standard-Sentinel	Henry Walser	Waldorf-Astoria
	J. R. Dershuck	Waldorf-Astoria
High Point (N. C.) Enterprise	J. P. Rowley	Roosevelt Hotel
Hornell (N. Y.) Tribune-Times	Miss Mabel Wombough	Waldorf-Astoria
	Mrs. Olive G. Buisch	Waldorf-Astoria
Houston (Tex.) Chronicle	Jesse H. Jones	Ambassador Hotel
	C. B. Gillespie	44th Street Hotel
	G. J. Palmer	44th Street Hotel
Houston (Tex.) Press	M. E. Foster	Vanderbilt Hotel
	Mrs. M. E. Foster	Vanderbilt Hotel
Hudson (N. Y.) Star	Emory C. Van Loan	Empire Hotel
Huntington (Ind.) Press	A. J. Wilhelm	St. James Hotel
Huntsville (Ala.) Times	J. E. Pierce	Waldorf-Astoria
	Mrs. J. E. Pierce	Waldorf-Astoria
Indianapolis News	Warren C. Fairbanks	Biltmore Hotel
	Hilton U. Brown	Gotham Hotel
Indianapolis Star	Curtis A. Hodges	Biltmore Hotel
	James A. Stuart	Gotham Hotel
Iowa City (Iowa) Press-Citizen	B. F. Lawrence	Gotham Hotel
Ithaca (N. Y.) Journal-News	Merritt C. Speidel	Waldorf-Astoria
Jackson (Miss.) News	John W. Baker	St. James Hotel
Jamaica (L. I.) Press	Frederick Sullens	Vanderbilt Hotel
Jamestown (N. Y.) Journal	William F. Hofmann	Jamaica, L. I., N. Y.
Jefferson (Ind.) News	Fred P. Hall	Knickerbocker Hotel
	Henri M. Hall	Knickerbocker Hotel
Johnston City (Tenn.) Chronicle & Staff-News	H. A. Wenige	c/o Thomas F. Clark Co. 128 West 31st St.
Jonesboro (Ark.) Sun	Joseph Zorna	Frost, Landis & Kohn 250 Park Ave.
Kansas City (Mo.) Journal Post	Blythe Johnson	c/o Frank A. Munsey Co.
	Walter S. Dickey	Waldorf-Astoria
Kenosha (Wis.) News	W. Laurence Dickey	Waldorf-Astoria
Kewanee (Ill.) Star-Courier	M. B. Sharp	Waldorf-Astoria
Kingsport (Tenn.) Times	R. S. Kingsley	St. James Hotel
Kingston (N. Y.) Freeman	L. D. Upton	Astor Hotel
Kingston (Ont.) Whig-Standard	Thomas H. Pratt	St. James Hotel
	Jay E. Klock	Waldorf-Astoria
Kokomo (Ind.) Dispatch	H. B. Muir	c/o L. J. Devine, 103 Park Ave.
Kokomo (Ind.) Tribune	Paul Poynter	Waldorf-Astoria
Laconia (N. H.) Citizen	Nelson P. Poynter	Waldorf-Astoria
Lafayette (Ind.) Journal & Courier	John Arthur Kautz	Astor Hotel
Lancaster (Pa.) Intelligencer & News Journal	Mrs. Etta G. Gallagher	Wellington Hotel
	Henry W. Marshall	McAlpin Hotel
Lansford (Pa.) Record	John F. Steinman	Shelton Hotel
Lansing (Mich.) Capital News	James H. Steinman	Vanderbilt Hotel
Lawrence (Mass.) Eagle-Tribune	A. E. McCullough	Waldorf-Astoria
	Wallace L. Robinson	Martinique Hotel
Lebanon (Pa.) News-Times	Henry C. Carpenter	Shelton Hotel
Lewiston (Me.) Sun & Journal	D. G. Watkins	Pennsylvania Hotel
Lexington (Ky.) Herald	B. Brewer	St. James Hotel
Lexington (Ky.) Leader	George A. Mellen	Astor Hotel
Lima (Ohio) News	Irving E. Rogers	Astor Hotel
	John K. R. Schropp	McAlpin Hotel
Little Falls (N. Y.) Times	L. B. Costello	Pennsylvania Hotel
Little Rock (Ark.) Democrat	Desha Breckinridge	Princeton Club
Los Angeles (Cal.) Express	H. Giovannoli	Waldorf-Astoria
Los Angeles (Cal.) Times	L. S. Galvin	Vanderbilt Hotel
	W. J. Galvin	Vanderbilt Hotel
Louisville (Ky.) Courier-Journal Times	John Crowley	Elks Club
	K. A. Engel	Astor Hotel
Lynchburg (Va.) News	Guy C. Earl, Jr.	Ambassador Hotel
	Harry Chandler	Plaza Hotel
Lynn (Mass.) Telegram-News	Norman Chandler	Plaza Hotel
McKeesport (Pa.) News	R. W. Bingham	Waldorf-Astoria
Macon (Ga.) Telegraph	Emanuel Levi	Waldorf-Astoria
	H. W. Stodghill	Waldorf-Astoria
	A. R. Magee	Astor Hotel
	Powell Glass	Waldorf-Astoria
	M. K. Duerson	Waldorf-Astoria
	W. E. Buckingham	Astor Hotel
	Jess E. Long	Knickerbocker Hotel
	W. T. Anderson	Knickerbocker Hotel

NEW YORK ADDRESSES OF VISITING PUBLISHERS

Name of Newspaper	Representative	New York Address
Madison (Wis.) State Journal	I. U. Sears	Waldorf-Astoria
Manitowoc (Wis.) Herald-News	William F. Ohde	St. James Hotel
Marietta (Ohio) Times	F. B. McKinney	Commodore Hotel
	F. B. McKinney	Commodore Hotel
Marion (Ohio) Star	Roy Moore	Waldorf-Astoria
Marlboro (Mass.) Enterprise	Allan Markley	St. James Hotel
Marshfield (Ore.) Coos Bay Times	E. B. Piper	
Mason City (Iowa) Globe-Gazette	Lee P. Loomis	Astor Hotel
Massillon (Ohio) Independent	J. J. Bernstein	Waldorf-Astoria
Meadville (Pa.) Tribune-Republican	Walter Irving Bates	Waldorf-Astoria
Meriden (Conn.) Journal	F. E. Sands	St. James Hotel
	C. H. Tryon	St. James Hotel
Meriden (Conn.) Record	Wayne C. Smith	Astor Hotel
	E. E. Smith	Astor Hotel
	W. A. Kelsey	Knickerbocker Hotel
Miami (Fla.) Herald	Frank B. Shutts	Waldorf-Astoria
Middletown (Conn.) Press	Burr E. Stevens	
	Elmer S. Hubbell	
Middletown (Ohio) Journal	J. A. Chew	Waldorf-Astoria
Millville (N. J.) Republican	B. Frank Buck	
Milwaukee Journal	Harry J. Grant	Harvard Club
Moline (Ill.) Dispatch	P. S. McGlynn	Astor Hotel
	August Sundine	Astor Hotel
Monroe (Wis.) Times	Emery A. Odell	Knickerbocker Hotel
Montreal (P. Q.) La Presse	William J. Morton	200 Fifth Ave.
	J. P. Callaghan	Astor Hotel
Moundsville (W. Va.) Echo	S. C. Shaw	Pennsylvania Hotel
Muscatine (Iowa) Journal	Clyde R. Rabedeaux	Astor Hotel
Muskogee (Okla.) Phoenix & Times-Democrat	Joel H. Bixby	Waldorf-Astoria
	Edison K. Bixby	Waldorf-Astoria
Nashville (Tenn.) Banner	Maj. E. B. Stahlman	Waldorf-Astoria
	James G. Stahlman	Astor Hotel
Newark (N. J.) Sunday Call	Louis Hannoch	Newark, N. J.
New Bedford (Mass.) Standard & Mercury	B. H. Anthony	Yale Club
	J. T. Murray	Vanderbilt Hotel
	Edmund Anthony	Roosevelt Hotel
Newburgh (N. Y.) News	Fred H. Keefe	
Newburyport (Mass.) News	Fred E. Smith	Martinique Hotel
	Edward E. Hicken	Martinique Hotel
New Haven (Conn.) Journal-Courier	Herbert Peterson	
New London (Conn.) Day	Theodore Bodenwein	Shelton Hotel
	Orvin G. Andrews	Shelton Hotel
New Orleans (La.) Times-Picayune	L. K. Nicholson	Waldorf-Astoria
Newport News (Va.) Press & Times-Herald	W. S. Copeland	Waldorf-Astoria
New York Graphic	J. R. Waters	25 City Hall Pl. N. Y.
	H. A. Ahern	25 City Hall Pl. N. Y.
New York Sun	Edwin S. Friendly	280 Broadway, N. Y. C.
	Fred A. Walker	280 Broadway, N. Y. C.
New York Telegram	W. G. Chandler	73 Dey Street, N. Y. C.
	W. W. Hawkins	250 Park Ave., N. Y. C.
	G. B. Parker	73 Dey St., N. Y. C.
New York World & Evening World	Herbert Bayard Swope	
	J. F. Bresnahan	
	S. M. Williams	
Niagara Falls Gazette	M. Bradley Norton	c/o Kelley-Smith Co., 47 W. 34th Street, N. Y. C.
Norfolk (Va.) Ledger-Dispatch	N. F. Maddever	
	R. M. Van Wagner	
	S. L. Slover	Waldorf-Astoria
	P. S. Huber	Astor Hotel
Norristown (Pa.) Times-Herald	Frederick S. Fox	St. James Hotel
	John C. Dye	Astor Hotel
	Gordon H. Kite	St. James Hotel
Ogdensburg (N. Y.) Republican-Journal	Mr. & Mrs. A. E. Sansoucy	Barclay Hotel & D. J. Randall & Co., 347 Fifth Ave., N. Y. C.
Olean (N. Y.) Herald	S. T. Velie	St. James Hotel
Olympia (Wash.) Recorder & Olympian	S. A. Perkins	Roosevelt Hotel
Oshkosh (Wis.) Northwestern	O. J. Hardy	Vanderbilt Hotel
Oswego (N. Y.) Palladium-Times	E. M. Waterbury	Knickerbocker Hotel
Palm Beach (Fla.) Times	Edward F. Stumpf	St. James Hotel
Parkerburg (W. Va.) News	Edward M. McGrail	Roosevelt Hotel or G. Logan Payne Co., 247 Park Ave., N. Y. C.
Passaic (N. J.) Herald	Edward H. Roemle	Waldorf-Astoria
	William M. McBride	Waldorf-Astoria
Passaic (N. J.) News	R. E. Lent	Waldorf-Astoria
Peoria (Ill.) Journal-Transcript	Merle Slane	Vanderbilt Hotel
	George Barrette	Vanderbilt Hotel
Peoria (Ill.) Star	S. A. Oakley	Astor Hotel
Perth Amboy (N. J.) News	D. P. Olmstead	
Petersburg (Va.) Progress-Index	S. L. Slover	Waldorf-Astoria
Philadelphia (Pa.) Record	Rowe Stewart	Roosevelt Hotel
	Wm. H. H. Neville	Roosevelt Hotel
Piqua (Ohio) Call	C. F. Ridenour	Roosevelt Hotel
Pittsburgh (Pa.) Chronicle-Telegraph & Gazette-Times	A. K. Oliver	Yale Club
	T. R. Williams	Waldorf-Astoria
	Urban E. Dice	Waldorf-Astoria
	Charles W. Danziger	Waldorf-Astoria
	E. M. Burke	Waldorf-Astoria
	Herbert Rosenbaum	Waldorf-Astoria
Pittsburgh (Pa.) Post & Sun	J. E. Trower	Astor Hotel
	A. E. Braun	St. Regis Hotel
Pittsburgh (Pa.) Press	John Y. Chidester	Biltmore Hotel
Pittsfield (Mass.) Berkshire Eagle	Donald B. Miller	Shelton Hotel
	Kelton B. Miller	Shelton Hotel
Plattsburgh (N. Y.) Press	Wm. M. Lynch	St. James Hotel
Plainfield (N. J.) Courier-News	C. F. Stout	Plainfield, N. J.
	A. W. Zimmermann	Plainfield, N. J.
Port Jervis (N. Y.) Union-Gazette	Fred D. Salmon	
Portland (Me.) Press Herald, Evening Express & Sunday Telegram	Guy P. Gannett	Commodore Hotel
	Fred R. Lord	Commodore Hotel
	Roy L. Wardwell	Commodore Hotel
Portland (Ore.) Oregonian	Edgar B. Piper	Waldorf-Astoria
Portsmouth (Ohio) Times & Sun	Harry E. Taylor	Waldorf-Astoria
Portsmouth (N. H.) Herald	F. W. Hartford	St. James Hotel
Poughkeepsie (N. Y.) Star & Enterprise	E. L. Owen	Astor Hotel
Pottsville (Pa.) Republican & Morning Paper	J. H. Zerbey, Jr.	Belvidere Hotel
	E. L. Clifford	Belvidere Hotel
Providence (R. I.) Tribune	David J. Barry	Waldorf-Astoria
	Daniel J. Dwyer	Waldorf-Astoria
Raleigh (N. C.) News & Observer	Josephus Daniels	Astor Hotel
	Josephus Daniels, Jr.	Astor Hotel
Raleigh (N. C.) Times	John A. Park	Vanderbilt Hotel
Reading (Pa.) Times	I. J. Hornstein	801 Riverside Drive
Richmond (Ind.) Falladium	E. H. Harris	Pennsylvania Hotel
Richmond (Ind.) Item	E. J. Treffinger	St. James Hotel

Name of Newspaper	Representative	New York Address
Richmond (Va.) News-Leader	John Stewart Bryan	Waldorf-Astoria
	Allen Potts	Waldorf-Astoria
	W. Brydon	Waldorf-Astoria
Roanoke (Va.) Times	W. E. Thomas	Astor Hotel
Rochester (N. Y.) Times-Union	Frank E. Gannett	Astor Hotel
	Roy C. Kates	Astor Hotel
Rockford (Ill.) Register-Gazette	E. S. Bartlett	Waldorf-Astoria
Rockville Centre (N. Y.) Nassau Daily Review	James E. Stiles	Rockville Centre,
Saginaw (Mich.) News Courier	A. R. Treanor	Biltmore Hotel
St. Augustine (Fla.) Record	Herbert Felkel	St. James Hotel
	Edwin Warren	St. James Hotel
St. Johnsbury (Vt.) Caledonian Record	Herbert A. Smith	St. James Hotel
St. Louis (Mo.) Globe-Democrat	E. Lansing Ray	Ritz-Carlton Hot
St. Paul (Minn.) News	C. D. Bertolet	Astor Hotel & 36 Ave., N. Y. C.
Salem (Ohio) News	Louis H. Brush	Waldorf-Astoria
Salisbury (N. C.) Post	J. F. Hurley	St. James Hotel
Salamanca (N. Y.) Republican Press	Matthew Webber	8521 114th St., Richmond Hill
Salt Lake City (Utah) Deseret News	James M. Kirkham	Cone, Rothenburg Noee, 9 E. 42 & Roosevelt Ho
Salt Lake City (Utah) Telegram	A. L. Fish	Pennsylvania Ho
Salt Lake City (Utah) Tribune	J. F. Fitzpatrick	Pennsylvania Ho
San Angelo (Tex.) Standard	Houston Harte	St. James Hotel
San Antonio (Tex.) Express & News	Frank G. Huntress	Astor Hotel
San Diego (Cal.) Sun	Allied Newspapers, Inc.	250 Park Ave., N
San Francisco (Cal.) Bulletin	W. M. Hines	c/o O'Mara & O 280 Madison A
San Francisco (Cal.) Chronicle	George T. Cameron	Ritz-Carlton Hot
San Francisco (Cal.) Examiner	James A. Callahan	Plaza Hotel
San Jose (Cal.) Mercury-Herald	J. O. Hayes	Astor Hotel
	Mrs. J. O. Hayes	Astor Hotel
Savannah (Ga.) Morning News	H. V. Jenkins	McAlpin Hotel
Schenectady (N. Y.) Gazette	A. N. Liecty	
	R. L. Hall	
	J. G. Green	
	Robert J. Walsh	
Scranton (Pa.) Times	E. J. Lynett	Waldorf-Astoria
	Wm. J. Lynett	Waldorf-Astoria
	J. E. Bradley	Waldorf-Astoria
	Jas. W. Flanagan	Waldorf-Astoria
Sioux City (Iowa) Journal	W. H. Sammons	Waldorf-Astoria
Sioux Falls (S. D.) Argus-Leader	B. C. Dow	Prudden, King & den, 270 Madiso
South Bend (Ind.) Tribune	F. A. Miller	Waldorf-Astoria
South Norwalk (Conn.) Sentinel	W. P. Milligan	South Norwalk, C
Spartanburg (S. C.) Herald & Journal	Wm. W. Holland	St. James Hotel
	Chas. O. Heron	St. James Hotel
Springfield (Ill.) State Journal	S. Leigh Call	Plaza Hotel
	Will H. McConnell	Astor Hotel
Springfield (Ill.) State Register	Thomas Rees	Knickerbocker H
	George M. Clendenin	Knickerbocker H
Springfield (Mo.) Leader	H. S. Jewell	Waldorf-Astoria
Springfield (Mo.) News	Edson K. Bixby	Waldorf-Astoria
	Joel H. Bixby	Waldorf-Astoria
Steubenville (Ohio) Herald-Star	Ray Moore	Waldorf-Astoria
Stroudsburg (Pa.) Record & Press	N. A. Frantz	St. James Hotel
	C. S. Baker	St. James Hotel
Suffolk (Va.) News	Parker R. Anderson	Roosevelt Hotel
Superior (Wis.) Telegram	Morgan Murphy	St. James Hotel
Tacoma (Wash.) Ledger & News Tribune	Frank S. Baker	Gotham Hotel
Tampa (Fla.) Tribune	S. E. Thomason	Ritz-Carlton Hot
	J. S. Mims	Waldorf-Astoria
Taunton (Mass.) Gazette	William H. Reed	Martinique Hotel
Terre Haute (Ind.) Tribune	A. C. Keifer	Roosevelt Hotel
Toledo (Ohio) News-Bee	J. F. Pollock	Allied Newspaper 250 Park Ave.
Toledo (Ohio) Times	R. C. Patterson	Commodore Hotel
	John D. Dun	Commodore Hotel
Topeka (Kan.) Capital	Arthur Capper	Waldorf-Astoria
	Marco Morrow	Vanderbilt Hotel
Topeka (Kan.) State Journal	M. & Mrs. F. P. MacLennan	Waldorf-Astoria
Toronto (Ont.) Globe	R. K. Stocks	Barclay Hotel
Toronto (Ont.) Mail & Empire	George E. Scroggie	Gotham Hotel
Troy (N. Y.) Record	David B. Plum	44th Street Hot
Tucson (Ariz.) Citizen	Frank H. Hitchcock	598 Madison Ave
Tucson (Ariz.) Star	R. E. Ellinwood	Pennsylvania Ho
Tulsa (Okla.) World	Eugene Lorton	Waldorf-Astoria
	F. O. Larson	Waldorf-Astoria
Utica (N. Y.) Press	William V. Jones	Astor Hotel
	Paul B. Williams	Astor Hotel
Utica (N. Y.) Observer-Dispatch	Prentiss Bailey	Belvedere Hotel
Vancouver (B. C.) Province	F. J. Burd	Waldorf-Astoria
Vancouver (B. C.) Sun	H. F. Gates	Waldorf-Astoria
Warren (Ohio) Tribune-Chronicle	Mrs. Zell Hart Deming	Waldorf-Astoria
Washington (D. C.) Times & Herald	A. R. R. Onyun	Astor Hotel
Washington (D. C.) Daily News	W. W. Hawkins	250 Park Avenue
Washington (D. C.) Star	Frank B. Noyes	Ritz-Carlton Hot
	Fleming Newbold	Ritz-Carlton Hot
Washington (D. C.) United States Daily	David Lawrence	Waldorf-Astoria
Washington (Pa.) Observer & Reporter	Jay Jerome Williams	Waldorf-Astoria
	John L. Stewart	Waldorf-Astoria
	Howard L. Christman	Waldorf-Astoria
Waterbury (Conn.) Republican & American	William J. Pape	Astor Hotel
	I. B. Myers	44th Street Hot
	E. Robert Stevenson	44th Street Hot
Waterloo (Iowa) Courier	Jackson McCoy	Astor Hotel
Watertown (N. Y.) Standard	Addison B. Parker	Knickerbocker H
	Lawrence S. Chubbuck	44th Street Hote
Wausau (Wis.) Record-Herald	R. D. Sanche	Waldorf-Astoria
Waynesboro (Pa.) Record-Herald	Floyd Chalfant	St. James Hotel
Westerly (R. I.) Sun	George B. Utter	Amherst Club
Palm Beach (Fla.) News	Oscar G. Davies	Touraine Hotel
Wheeling (Va.) Register	William L. Brice	Astor Hotel
White Plains (N. Y.) Reporter	W. Lee Tuller	White Plains, N
Wilkes-Barre (Pa.) Times-Leader	Ernest G. Smith	44th Street Hote
Wilmington (Del.) Journal & News	Clarence J. Pyle	Astor Hotel
	George N. Seaver	Astor Hotel
	George Carter	Alamac Hotel
	Albert W. Cummins	Alamac Hotel
Wilmington (Del.) Sunday Star	Joseph H. Martin	c/o Howland & F
	Horace P. Warrington	393 Seventh A
Williamsport (Pa.) Grit	Dietrick Lamade	Waldorf-Astoria
	George R. Lamade	Waldorf-Astoria
	Frederic E. Manson	Waldorf-Astoria
	Chas. D. Lamade	Waldorf-Astoria
Wilmington (Ohio) News-Journal	W. J. Galvin	Vanderbilt Hotel
Wichita (Kan.) Eagle	Marcellus M. Murdock	S. C. Beckwith Agency, Worl
Woburn (Mass.) Times	James D. Haggerty	Commodore Hote
Woonsocket (R. I.) Call	Samuel E. Hudson	Shelton Hotel
Xenia (Ohio) Gazette	J. A. Chew	Waldorf-Astoria
Youngstown (Ohio) Vindicator	William F. Maag, Jr.	Waldorf-Astoria
Zanesville (Ohio) Times-Recorder & Signal	W. O. Littick	Martinique Hote
	C. W. Gibson	Martinique Hote

OTO RADIOSCOPE ON VIEW BEFORE PUBLISHERS DURING CONVENTION

st Marvel of Communications to Be Demonstrated by R. C. A. in EDITOR & PUBLISHER Headquarters at Waldorf—How It Operates

LISHERS will be able to see the test machine of the Radio Corporation of America, the Photo Radioscope, eration at EDITOR & PUBLISHER'S tion headquarters, Room 116, at the rf-Astoria, all next week.

ures are to be received there from n and other points for the inter- visiting delegates.

of the most interesting features, t the pictures are produced in full f a good number of people by the ne. Line upon line, the pictures ilt up, in much the same manner ord pictures are built up in a type-

t air" is the recording element puts down the separate marks on per, which forms the picture. The ary dots and dashes come over the channel from a short wave trans- g station at New Brunswick, New . These signals are received by all antenna on the roof of the rf-Astoria hotel, and are led down Convention floor where the pic- may be seen developing in the room ITOR & PUBLISHER.

pictures originate either in New London or San Francisco, or even ulu. New York is the relay point the radio signals are picked up distant points to be carried auto- lly to the New Brunswick trans- g station of the Radio Corporation nerica to be reflashed into space ng them here to the convention.

the transmitting point, whether di- in New York or at the distant the original pictures are made egatives, five by seven in size, and films are wrapped around a glass er.

de this glass cylinder is a very light which passes back and forth g up the tone values of the picture. same manner as with half-tone ings, as all newspaper people know, dio pictures are made up of line ine of many small dots. These dots different sizes and spacing, the ng being made automatically, from ne values of the original picture on a photo-electric cell. The cur- npulses from the proto-electric cell mplified many times and then to the radio transmitting station, the impulses are hurled through

ne receiving station, these impulses ilt up again by amplifiers and lead Photo Radioscope.

he Photo Radioscope, a hot air set to be travelling back and forth. does in exact synchronism with ng light at the transmitting point. hot air gun is heated electrically, shooting a very fine stream of at specially prepared paper all the If this hot air strikes the paper, s a mark in dark sepia. But it from hitting the paper normally old stream of air at right angles hot. In the supply of this cold am is included a small valve which ctly operated by the incoming ignals. So, if a radio signal is l, the cold air is shut off, and air has a chance to hit the paper. re, the light sepia marks are together to give a finished pic- the receiving point of much the haracter as a rotogravure print.

ar the radio signals and see the gun working at just the right quite a fascinating study to the ual observer. So that aside from iguing feeling that these picture are coming over a great dis- the development of an artistic There is of course, a very real of suspense as to what is coming hind the demonstration which e crowd as well.

achine will record words as well res, so that it gives a complete story of the events of the world in abbreviated form.

RECKEFUS RESIGNS

Parsons Succeeds Him as Advertising Manager on Public Ledger

Samuel S. Reckefus has resigned as advertising manager of the *Philadelphia Public Ledger* and the *Illustrated Sun*. Before going to Philadelphia he had been associated for six years with the New York office of the Public Ledgers. Previous to joining the Public Ledger he was on the staff of the *Philadelphia Evening Bulletin*.

Recefus has been succeeded by Irving Parsons, formerly advertising manager of the *New York Telegram*, who joined the Curtis-Martin newspapers a few days ago as an assistant to John C. Martin, vice-president and treasurer.

D. LORNE McGIBBON

D. Lorne McGibbon, 57, prominent financier who died April 20 at his home in Montreal, was for some time proprietor of the *Montreal Herald* which he purchased in 1913, selling it later to a syndicate. He also owned at one time the *Montreal Financial Times*, *Beck's Weekly* and *Montreal Mirror*, the last two of which are no longer published. Among his many activities he was, in early life, purchasing agent of the Laurentide Paper Company at Grandmere, Que., and later became general manager.

CHICAGO TRIBUNE TOWER AT NIGHT



A soaring pillar of light confined by rhythmic stone and steel describes the *Chicago Tribune* Tower as seen at night. The lower illuminated building to the left is the plant, for some years home of the Tribune before the tower was built. The plant now houses press rooms, mechanical departments and some of the editorial offices. The photograph was taken at Michigan avenue and Ohio street, looking south.

1,000 TO ATTEND AD BUREAU DINNER

Marcellus Murdock Will Be Toastmaster at Annual Event April 28—Massey, Ritchie, Campbell, Speakers

Nearly 1,000 guests are expected to attend the annual dinner given by the Bureau of Advertising of the American Newspaper Publishers Association, and scheduled to be held this year on Thursday evening, April 28, at the Waldorf-Astoria.

Marcellus M. Murdock, publisher of the *Wichita* (Kan.) *Eagle*, will be toastmaster, and will introduce as the principal speakers Hon. Vincent E. Massey, the first Canadian minister to the United States, and the Hon. Albert E. Ritchie, governor of Maryland. The third speaker has been announced as Sir Donald Campbell, a Scotch journalist, who is visiting this country.

The annual meeting of the committee in charge of the Bureau will be held at 270 Madison avenue, the Bureau's headquarters, on Monday morning, April 25, and will be adjourned in time to permit those attending to also attend the annual luncheon of the Associated Press at the Waldorf-Astoria.

William F. Rogers, *Boston Transcript*, is chairman of the committee in charge, and Harry Chandler, *Los Angeles Times*, is vice-chairman.

Committee members are: Charles D. Atkinson, *Atlanta Journal;* Frank H. Burgess, *La Crosse Tribune;* Howard Davis, *New York Herald Tribune;* William J. Hofmann, *Portland Oregonian;* F. I. Ker, *Hamilton* (Ont.) *Spectator;* John S. McCarrens, *Cleveland Plain Dealer;* Fleming Newbold, *Washington Star;* David B. Plum, *Troy Record;* Allison Stone, *Providence Journal;* Walter A. Strong, *Chicago Daily News;* D. E. Town, Hearst newspapers, and Louis Wiley, *New York Times.*

Advisory members of the committee are M. P. Linn, representing the Six Point League of New York; and George J. Noee, president of the Newspaper Representatives Association of Chicago.

It is expected that at this annual meeting a successor will be elected to E. W. Parsons, formerly of the *Chicago Tribune*, who has now left newspaper work. He has been a member of the committee in charge.

Newspaper members of the Bureau now number nearly 400, according to Thomas H. Moore, who is associate director. William A. Thomson is director of the Bureau; F. Guy Davis is western manager; and Walter P. Burn is Pacific Coast manager.

OFFERING BRIDGE RULES

The *Brooklyn Daily Eagle* is offering free to its readers copies of booklets on the rules and scoring system in contract bridge.

S. R. O. SIGN OUT FOR GARDEN LARK

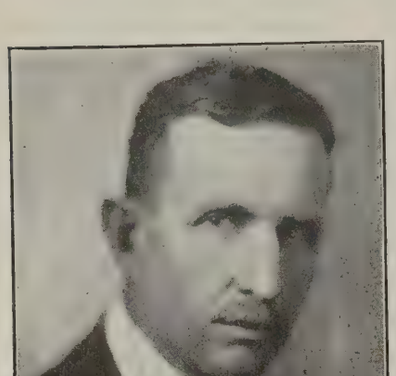
BETWEEN 600 and 700 editors will be entertained this year by M. Koenigsberg, president of King Features Syndicate, Inc., at the "Garden Lark" scheduled for 7:30, April 25, at the Friars Club, New York. The usual "Big Broadway Show" is promised those attending with several "surprises."

Decorations for the affair have been executed by Louis Biedermann, artist. Mr. Biedermann has drawn, cut out of beaver board, and colored replicas of comic art characters, ranging in height from 16 to 21 feet.

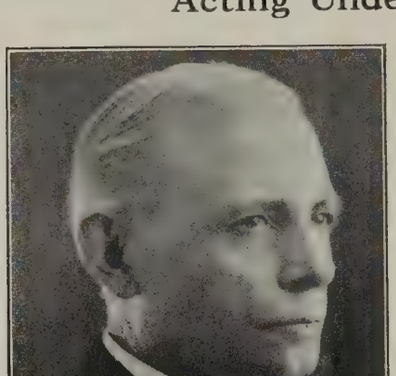
"Standing Room Only" has been announced at King Features Syndicate.

Gallery of Associated Press Advisory Board Membe

Chairmen of State Committees Acting Under New Rule



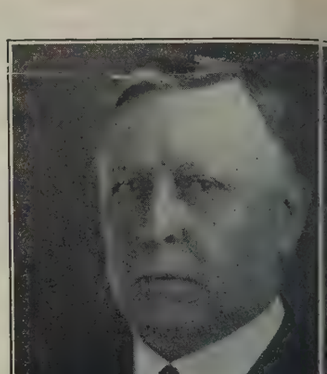
Richard Hooker,
Springfield (Mass.) *Republican*



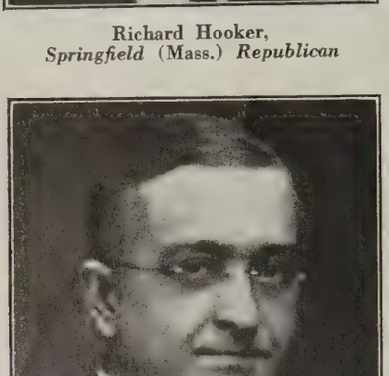
William C. Van Cleve,
Moberly (Mo.) *Monitor & Index*



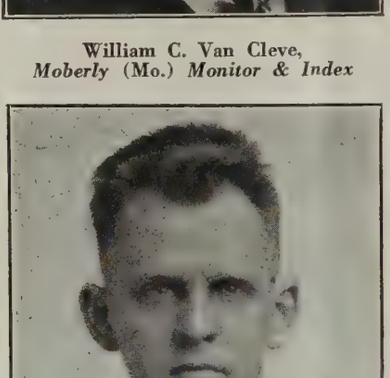
F. P. Hall,
Jamestown (N. Y.) *Journal*



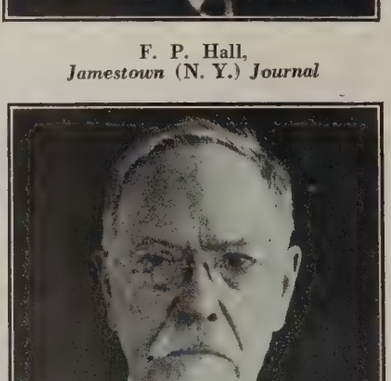
Henry Walser,
Hazleton (Pa.) *Standard-Senti*



Victor H. Hanson,
Birmingham (Ala.) *News*



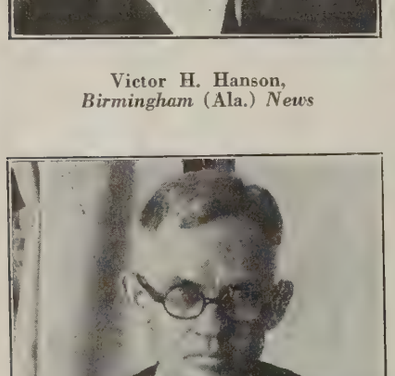
Powell Glass,
Lynchburg (Va.) *Advance*



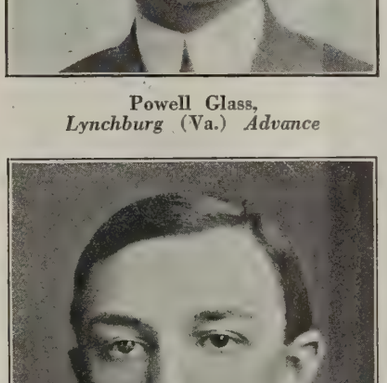
James MacMullen,
San Diego (Calif.) *Union & Tribune*



J. Tracy Garrett,
Burlington (Ia.) *Hawk-Eye*



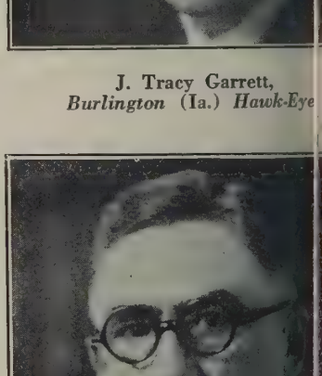
Ross A. Reeder,
Miami (Fla.) *News*



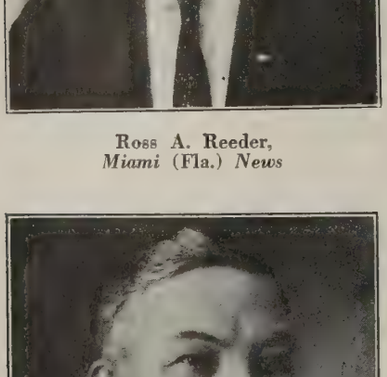
E. B. Jeffress,
Greensboro (N. C.) *News*



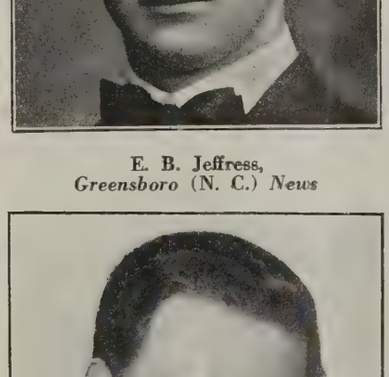
W. Roy Ronald,
Mitchell (S. D.) *Republican*



Herschel V. Jenkins,
Savannah (Ga.) *News*



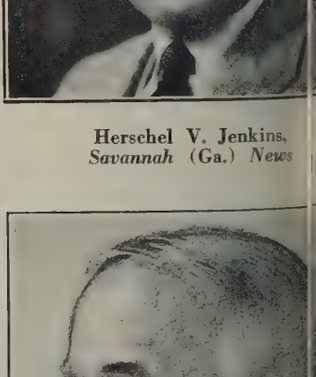
W. Guy Tetrick,
Clarksburg (W. Va.) *Exponent*



W. B. Bryant,
Paterson (N. J.) *Press-Guardian*



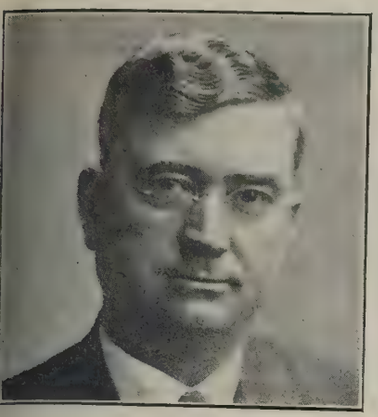
Chas. P. Manship,
Baton Rouge (La.) *State Times*



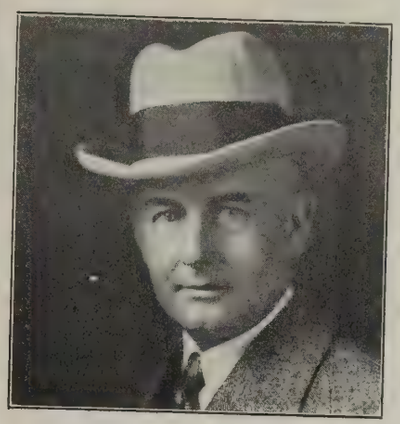
C. A. Morden,
Portland (Ore.) *Oregonia*

Gallery of Associated Press Advisory Board Members

Chairmen of State Committees Acting Under New Rule



H. J. Powell,
Coffeyville (Kan.) *Journal*



A. L. Fish,
Salt Lake (Utah) *Telegram*



Urey Woodson,
Owensboro (Ky.) *Messenger*



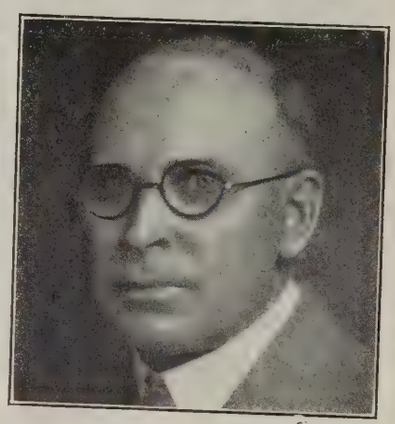
James M. North, Jr.,
Fort Worth (Tex.) *Record-Telegram*



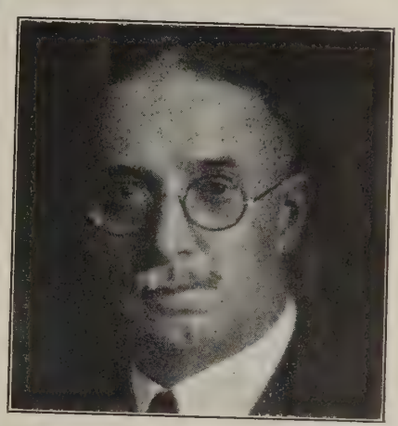
Ralph E. Ellinwood,
Tuscon (Ariz.) *Star*



C. H. Spencer,
Newark (Ohio) *Advocate*



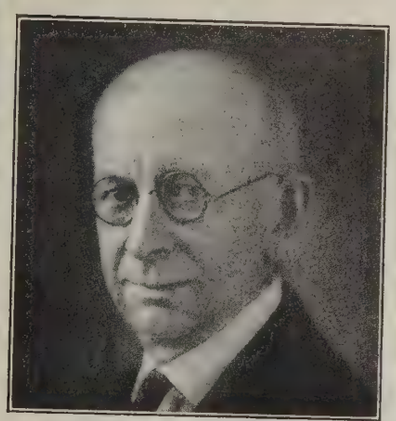
O. S. Warden,
Great Falls (Mont.) *Tribune*



W. J. Pape, *Waterbury* (Conn.)
Republican & American



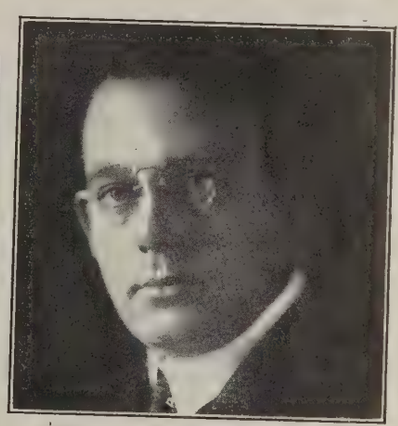
C. E. Muchmore,
Ponca City (Okla.) *News*



Joseph B. Finan,
Cumberland (Md.) *Times*



Louis B. Tobin,
Lincoln (Neb.) *Star*



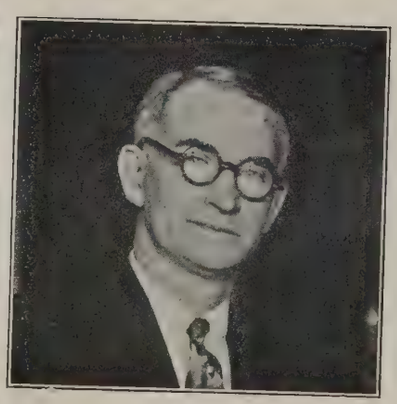
Frank S. Baker,
Tacoma (Wash.) *Ledger*



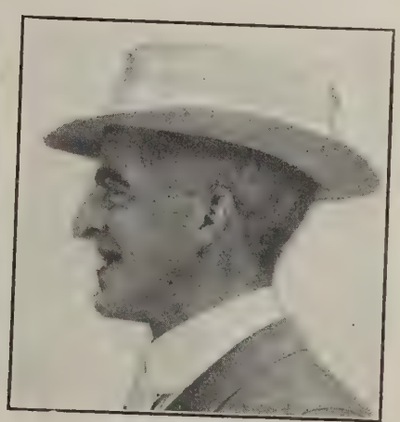
J. E. Hanway,
Casper (Wyo.) *Herald*



Wm. T. Evjue,
Madison (Wis.) *Capital Times*



A. R. Treanor,
Saginaw (Mich.) *News & Courier*



C. C. Hamlin, *Colorado Springs* (Colo.)
Gazette & Telegraph

AN OUTLINE OF COMMUNICATION'S HISTORY

And the Part Played by the Associated Press in It—From the Time When Napoleon First Used th Telegraph at Waterloo Until Today Is Romance Well Worth Telling

By MILTON GARGES
Executive Assistant of the Associated Press

IN the highly specialized business of purveying news—so perishable a commodity—the communication system becomes of first importance.

In the early days before the advent of the telegraph, and before the extended use of this new instrument, the exchange of news was the most difficult problem publishers had to solve. Various ingenious, if crude, attempts were made to overcome the handicaps of distance and difficulty of travel. When Napoleon met defeat at Waterloo, news of this transcendant event was flashed to Paris by the newly invented "telegraph." This was a system of semaphores set up at regular intervals, much after the fashion of the "block" system on modern railroads. Certain Paris bankers, who had the advantage of the early news so carried, were able to make vast fortunes as a result.

Before steam was in use on the Atlantic, budgets of news carried by the fast clipper ships were expedited, as the vessels approached the American shores, by the use of carrier pigeons.

On land pony expresses were brought into use, the relays of riders covering vast distances, through hazards of attacks by Indians and other dangers, in order that one section of the country might know what another was doing—where gold had been discovered; what new territory had been added to the domains of the young republic and what calamities had befallen the pioneers who were constantly heading West.

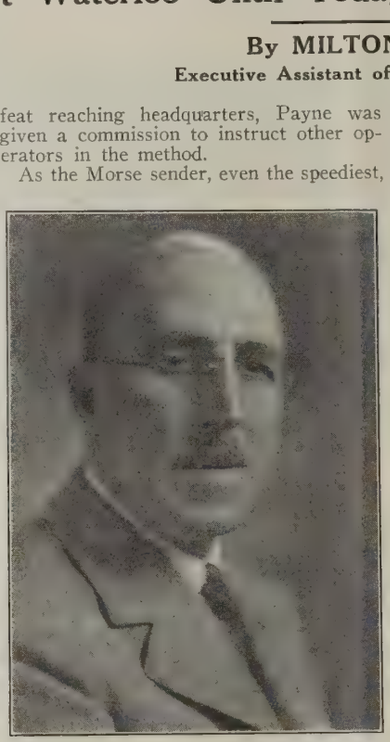
"What hath God Wrought" was the first message ever sent over a telegraph line—a rusty streak of iron stretched from tree to tree to cover the gap between Washington and Baltimore. If Samuel Finley Breese Morse could come back to earth he would be astounded at the answer to his query. He would find a closely co-ordinated people dwelling in absolute harmony and peace because his invention had made it possible for the news of the country and of the world to be known throughout the length and breadth of the land in almost the flash of an .

Of course, the newspapers and the infant association they had formed took quick advantage of the new method of communication—crude though it would now seem. As it developed, and it developed rapidly, a regular press service to inland papers became possible. Telegraph operators of the highest type were developed. These copied the dispatches on flimsy using a stylus. Many are the tales told of the spectacular feats of these operators. The operators developed a distinct type of chirography—clear cut and distinct as copperplate—which permitted great speed. Sometimes the letters were formed so small that more than a thousand words could be copied on each sheet—perfectly distinct and legible. Thomas A. Edison was one of this force of pioneer press men and he especially was noted for his small but clear cut handwriting. It is told of Edison that while employed at New Orleans as a press operator a newspaper editor complained because he put so many words on a sheet—thereby holding back the copy from the printer. Edison always willing to oblige, thereafter sent over sheets with only a single word on each, causing the editor to withdraw his complaint. This story is not vouched for but is typical of those current regarding the "press gang."

In 1885 the Associated Press began its present system of leasing wires from the companies and employing its own telegraphers. By this method the wires were run directly from press association headquarters into the newspaper offices. This tremendously speeded up things.

Meantime the typewriter was coming into use and John Payne, an ingenious operator at Nashville, Tennessee, decided it would be easier to copy the press report on the typewriter than by hand and proceeded to do so. Knowledge of this feat reaching headquarters, Payne was given a commission to instruct other operators in the method.

As the Morse sender, even the speediest,



Milton Garges

spelling out each word letter by letter, was infinitely slower than the receiver could write on the typewriter, a method was sought to speed up the sender.

Walter P. Phillips, who was general manager of the old United Press, evolved his code—a shorthand method by which certain letters or combinations of letters stand for words or phrases. To illustrate with a few of the better known contractions, "Scotus" as interpreted by the receiving operator became "Supreme Court of the United States"; "ICW," "in Connection With"; "SAK" "Shot and Killed"; "UNL," "un Constitutional"; "Sot," "Secretary of State"; "Potus," "President of the United States"; "POW," Prince of Wales"; etc.

The code was patented in 1879.

This still further added to the speed and increased the volume of news that could be handled within a given time. But the newspaper demands soon outgrew this volume and other means had to be sought as the multiplication of wires and operators' salaries also multiplied costs.

In 1912 experiments were made by the Associated Press in the use of mechanical devices. The so-called "Morkrum" machine was installed on a number of trial circuits. Pioneering was done in the adaptation of this new principle to press work, and with the co-operation of the manufacturer an instrument was evolved which was little short of a marvel. By its use the capacity of a single wire was doubled and sixty words a minute became a standard in news delivery.

The Associated Press does not own any telegraph lines. The various commercial companies lease lines—as Service. In the case of the American Telephone and Telegraph Company. The lines are operated and controlled by the press association. The leasing companies are responsible for the maintenance of the lines, supplying all necessary Morse operating equipment, current, etc., while the leasor supplies the telegraph operators.

The first leased wire system of the Associated Press extended from New York to Minneapolis, taking in Pittsburgh, Cleveland, Toledo, Columbus, Detroit, Chicago, Milwaukee and St. Paul. As occasion arose other cities were added to this circuit, until it finally went as far west as Denver. Then it became unwieldy and was divided into three circuits.

The first wire circuits were arranged in rather haphazard fashion, but generally met the requirements, until, with the settlement of the country there came a greater demand for what has been termed vicinage news. Newspaper readers still wanted news of what was going on in the world, but they were more intensely interested in what their immediate neighbors were doing.

From this demand has been evolved through the years the present system of leased wires, which, while it divides into trunk circuits and state circuits, is really a co-ordinated net work of lines covering the United States like a spider's web.

The main artery of the system extends from New York to Kansas City, thence to San Francisco. There are laterals from the main trunk extending from New York to Boston; from Washington to Atlanta; from Louisville to New Orleans; from Chicago to Omaha and Minneapolis; from Kansas City to Houston and from San Francisco to Spokane.

In a number of states there are wires connecting the principal cities within the state. Most of these are single circuits, although New York, Pennsylvania, New Jersey, Michigan, California, Ohio and Florida maintain double or triple wire circuits wholly within the state.

The main artery and its laterals carry the news report which is the backbone of the whole structure. At the various relay offices this is reduced in volume to meet the exigencies of wire capacity and to the general news report is added that volume of state news required to meet the demand.

In 1916, the Associated Press successfully attempted what was then the unique experiment of connecting in one circuit all the wires serving its members, so that each might receive directly from Ebbets Field in Brooklyn the report of the World Series baseball games. More than 26,000 miles of wire constituted this famous circuit and more than 800 newspapers for the first time were able instantly to bulletin to millions of fans the result of each ball pitched.

At the time of this achievement, Thomas A. Edison sent the following telegram of congratulations:

"Uncle Sam has now a real arterial system and it is never going to harden."

Since 1916, in every year in which there has been a World Series, the Associated Press has organized similar circuits, the latest one carrying more than 100,000 miles of wire and serving more than 1,000 individual newspapers.

The largest single dispatch ever received by the Associated Press was the complete report made by the Dawes Commission which fixed the terms for the indemnification of the allied powers, as a result of the treaty of Versailles. More than 45,000 words were necessary to tell this story. It was transmitted directly from Paris into the office of the Associated Press in New York. Three submarine cables were necessary in order to insure prompt transmission and the consumed time was about nine hours.

The submarine cable operates by a different method from the land wires. As the electrical impulses forming the letters are received, the current actuates what is called a siphon recorder. This is an instrument provided with a small glass tube, through which ink flows, held against a moving paper ribbon. This tube is delicately balanced between electric magnets and as these are actuated by the current the ink produces a wavy line on the paper ribbon, made up of humps and hollows which correspond somewhat to the dots and dashes of the Morse code.

As this ribbon passes in front of the operator he translates the characters sight, as the Morse operator does sound, and reproduces the dispatch his typewriter. The fastest cables m possible transmission in this manner a rate of about 1800 words an hour.

The paper ribbon used in the rec of the Dawes report stretched in piece would have reached a distance more than five miles. The cable t amounted to $4,500 at the press rate 10 cents a word.

WHAT A. P. MEANS TO ME

By Paul Patterson, President Baltimore Sun



Paul Patterson

YOU ask what the Associated P means to us.

In the evening newspaper field in timore it doesn't mean much of anyth

So little of the Associated Press re is used by the evening member that Associated Press has lost all of its p tige and recognition in the after field. The United Press is the domi news service.

But in the morning, of course, Associated Press is the only news vice. And it is more thorough, complete and more interesting tha has ever been before.

I doubt if the members realize much has been done to put life and into the morning report in recent y This task is an exceedingly difficult —much more difficult than the pro of any individual newspaper in con ling a staff located as it is in one p

Naturally, some mistakes have made, but in view of the tremen distances over which the Asso Press staff is spread, the manage has done an amazingly good job i laxing the old restrictions which voked constant criticism of the ciated Press reports as dull and teresting. The wonder is that so errors of judgment have developed

It is a splendid job and the off and management of the Associated deserve far more credit than they ever received for what they have ac plished.

DAILY IMPROVES PLANT

Several mechanical and space impr ments have been made by the *Indiana Star*, including the installation Junior Autoplate, and the enlarge of the mailing and composing room 600 square feet each. A new do way patented conveyor also has installed. The Star recently went t mats entirely.

FROM CHAOS TO COSMOS IN PUBLIC THINKING

Kent Cooper Tells How Newspaper Service Has Broadened Popular Understanding—Discusses New Policies—Associated Press World-Wide Development

By MARLEN PEW

'N the quiet of a secluded office at As- sociated Press headquarters, where ıly faint echoes of the roaring news- ooms could be heard, Kent Cooper this eek outlined for EDITOR & PUBLISHER his ews on modern news service. We have en friends from boyhood, first work- g together and then on opposite sides the service fence. His ascent to the neral managership of the world's great- t co-operative news organization was to is writer merely the fulfillment of a ıtural promise. For two years he has en in the saddle. They have been event- l years, witnessing an array of progres- ve new policies in service administration. ent Cooper, with his usual refreshing ndor, discussed them in the light of his ɔrld-wide experience.

"The only rational way of appraising e present is by comparison with the st," he began. "We know how middle- st newspapers were made 25 years o, and perhaps they were typical of newspapers of the nation. On the al side they were comprehensive, but national and international affairs they d us very little, and that little was lly told. We were a provincial people, nking narrowly and of the inconse- ential tittle-tattle of our home towns. seems to me an incontestable fact that triumph of the American press has en its leadership to broader public ught and understanding. Today we talking in the terms of world affairs well as of national and local public ıcerns. In thought, if not in action, average newspaper reader is as cos- c as were the world travelers of our ıth. To the wide and the limitless am- ion of American editorship to present the public a full-length daily picture universal life belongs the credit for s incalculably valuable advance in ular thought. The step has been from ıos to cosmos.

"Perhaps this sums up the motives that re actuated us in our new policies. The sociated Press seeks only to present complete picture. The news struc- e has grown tremendously. Day by it advances with amazing strides. have merely laid more brick and rtar to accommodate it.

"The Associated Press was founded on ıciples that seemed to provide the essities of the time. True co-operation the leading motive. That called unselfish sharing and loyalty to a e of ideals. That these principles e withstood the test of time and have ɔme fixed almost as religious ideals he minds of those who direct the des- es of this organization offers the best of their quality. Doubtless there faults in the organization and ad- edly this engine, which is infallible as humans are infallible, makes y mistakes. But Associated Press never been cursed by a closed mind an arbitrary, dictatorial rule. Funda- tal faults are entirely susceptible of ection and we are disposed to play ıre with our readers, freely and in ɔr confessing our mistakes. Some ɔrs say we send too many correc- s—that we are even fussy in getting dispatches to read true, but accur- of statement will be the keystone of news arch, as it always has been. not like corrections but I am much ıer with them than without them ı they are necessary to a statement act.

often wish that I might in some communicate to the general public essential meaning of the experiences encounters in the position I hold, its infinite variety of contacts with news men of the world. It would a long way toward strengthening ic confidence in newspapers. In the e realm of life, it seems to me, men not to be found who are so zealous ideals of service. Newspaper men



Kent Cooper

are sensitive, tender people, yearning to serve, not the hardboiled, sophisticated folk that have been pictured. The general manager of the Associated Press or any other man who deals with American editorship could not possibly go wrong, no matter how stupid or low-minded he might be. There are literally thousands of checks upon him and all who serve his organization. Every word is scanned by idealists of the first water. Every statement is subject to challenge. Every act is in the open. It is a marvelous discipline, delightfully sympathetic because of the understanding that lies behind it, but exacting to the last degree. Every waking hour carries its thrill for us in this work.

"The comparison of operations today with that of 25 years ago is truly remarkable. When I came into the A. P., as you know, my first job was to install the telephone pony service. The ideal there was to furnish more news information at a cost within the range of the smaller papers. That is the basis of the present operation, always to give more. It is no longer a question of furnishing to leased wire papers comprehensive outlines of the day's principal events. It is now a proposition of laying down before editors a complete report and in such detail and variety that they may pick and choose from the world's interests those facts which appeal to their senses as appropriate for the clientele they seek to serve. We hear much talk about standardization of newspapers but this selective process is the opposite of standardization. I believe it is true that individualism is wonderfully enhanced by this new concept of complete service. One of our amusements is to measure up the A. P. stuff used in the member papers of a given city. Sometimes we will find that out of two or three pages of telegraph and cable material only a half dozen, or fewer, stories will have been duplicated. In a test among four New York evening papers recently the duplication of A. P. stories was one fifth of the whole.

"Associated Press operates three 8-hour shifts daily, seven days a week. The total report averages about 85,000 words, divided as follows: Markets and financial, 30,000; sports, except baseball, 4,500; baseball, 3,500; cable, 5,000 and general news (domestic), 42,000.

"Our statistics show that the total daily report handled on various circuits, not, of course, delivered to any single city, is approximately 130,000 words.

"The total membership of A. P. on January 1, was 1,228 compared with 1,206 on January 1, 1926. The expenditure for news and its tranmission last year was $8,052,000, compared with $7,567,000 in 1925. The leased wire mileage on January 1, was 114,000, compared with 111,000 on January 1, 1925.

"It is literally true, although astonishing, that no less than 80,000 people are watching events daily for the Associated Press. This figure includes all of the news employes of all member papers, affiliated services and the staff. In my report to the directors, this year, the first ever made by a general manager, I have had the pleasure of citing 18 members of the staff for conspicuous merit in news coverage during the year. This means, not that these staff members have shown enterprise and skill that is uncommon in the organization, but simply that great opportunities for achievement happened to come their way and they met them creditably. The over-topping fact in this work is not to get something from everywhere every day but to have a reliable man placed to cover A. P.'s needs when the emergency appears. The great organization job is protection. If every member of the A. P. writing staff should attempt to file a hundred words daily, as an arbitrary ration, the deluge would be as burdensome as it would be unwholesome. By the simple process of filing only that news which has regional or general appeal the flow seems almost automatically regulated, the wires are never idle and nothing that is truly important ever seems to be neglected. This system is not mysterious. Behind it lies long experience and tireless organization processes.

"The leased wire facilities of the A. P. now extend in triplicate from the Atlantic to the Pacific and from border to border. In addition to the regular news coverage we serve complete quotation service on New York Stock Exchange, New York curb and the complete bond transactions from this market. This is in addition to a heavy and growing volume of market news from other centers. We are furnishing much more trade news and more comprehensive leads to market operations. After the markets have been covered, and they are usually out of the way fifteen minutes after the stock exchange has closed, the wires are turned over to sports. In addition to the heavy professional sports interests we have been specializing in amateur sports of wide appeal. The response has been excellent.

"Increasingly A. P. is attempting to furnish expert opinion on matters related to news developments. The proposition is to obtain the services, regularly or on call, of men who are first newspaper trained, with the instinct of reporters, and secondly highly skilled in some special branch of the arts or professions. Every A. P. man has it as a duty to cultivate contacts with the world's great authorities in every sphere of interest. Thus we seek a higher quality of news.

"Much has been said regarding the innovation of permitting A. P. writers to sign their stories. Traditionally the reports have been anonymous and much is to be said for that system. However, there are members who enjoy the personal touch of writers and to meet the requirements of the old and new schools of thought on this subject we have devised the 'optional by-line' which means that writers' names are furnished for editors who wish to use them. Signing naturally puts a writer on his toes to do his best, and I thoroughly enjoy the honors that thus befall my associates, but I must confess that the old anonymous rule still is very appealing to me. Melville E. Stone's broad rules stand almost any test that is put on them. Day by day those of us who actively administer his news system are finding fresh causes for admiring his remarkable wisdom.

"What the men who have brought A. P. to its present plane of usefulness have yielded to serve a pure idealism is, to me, a subject of increasing interest because it is so extraordinary in the affairs of men as I have found them. I do not mean only the staff, scattered over the world, who have given so loyally of their talents and time without prospect of great material rewards, although I should be dull indeed not to have appreciation of them close at heart. But I think also of the officers and directors and members and their staffs. There is nothing like this loyalty in the world of business, to my knowledge. Frank B. Noyes has given the best part of his life's energy to the upbuilding of the Associated Press, purely as an honorary professional matter. The Board of Directors or the Executive Committee, made up of members who share the report on common terms with all others, met 21 days last year and the average length of the sessions was 8 hours, often running late

(*Continued on page* 108)

A. P. Correspondents Cited By Cooper For Cons

Eighteen Men in Far-flung News Organization Receive Honorable Mention For C



George Bernard Shaw interview, by J. P. Howe of the London bureau.



Finding of Runic inscriptions within city limits of Spokane, reported by Wilbur A. Sanders of the Spokane staff.



William T. Tilden and Walter Hagen interviews, by Alan J. Gould of the New York staff.



Mussolini interview, by Percy Wir ner of the Rome bueau.



The hurricane damage at Nassau, Bahama Islands, was reported by R. P. Mitchell of the Florida staff, after making an airplane trip to Nassau.



Helen Wills and Glenna Collett interviews, by Miss Ethel M. Halsey of the New York staff.



Interviews with King Ferdinand and Queen Marie of Rumania, and with Queen Marie of Jugoslavia, by James M. Mills of the Moscow bureau.



The story of the obsequies for e: Speaker Cannon, by G. D. Seymou of the Chicago staff.



The Yerkes Observatory astronomers' opinion of Mars, reported by Charles E. Honce of the Chicago staff.



London Armistice Day story, reported by Bates Raney of the London bureau. Raney also wrote London child composer Christmas carol dispatch.



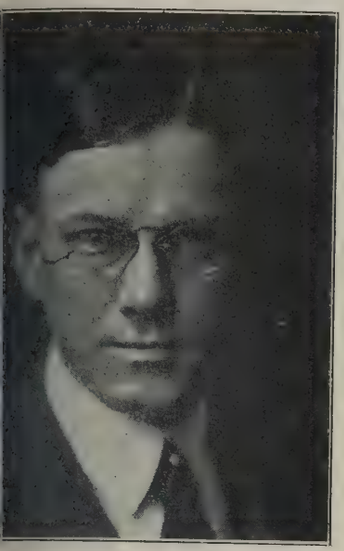
The tax legislation story of December 13 was written by Walter W. Chamblin, Jr. of the Washington bureau.



Williams court-martial at San Dieg reported by Oscar E. Werner of t Los Angeles staff.

s Merit During Year

s in General Manager's Annual Report



e word picture of Mexican religis emotion, also Tarahumare In-n 100 kilometer race, reported by irence DuBose of the Mexico City bureau.



Suzanne Lenglen interview, by Thomas T. Topping of the Paris bureau. Topping also did the story of the departure of the French convict ship to Devil's Island, and from Damascus he wrote the story of what was happening to that most ancient city of the world.



Armistice Day story, by D. H. iver of the Washington bureau.



Elmer Roberts of the Paris bureau visited Doorn and wrote of the Kaiser's life in exile.



ne V. Debs' death, reported by T. Brown of the Indianapolis staff.



Martin J. Durkin's entrance to half a century's penal service, reported by Fred Dye of the Chicago staff.

WHERE AND HOW TO FIND YOUR FRIENDS

FOLLOWING are the names, addresses and telephone numbers of the hotels and clubs listed as housing publishers attending the conventions:

Name of Hotel	Address	Phone Number
Alamac Hotel	Broadway & 77th St.	ENDicott—5000
Amherst Club	273 Lexington Ave.	CALedonia—4520
Astor Hotel	Broadway & 44th St.	BRYant—2100
Barclay Hotel	111 E. 48th St.	VANderbilt—9761
Belvidere Hotel	319 W. 48th St.	PENnsylvania—5902
Biltmore Hotel	Madison Ave. & 43rd St.	MURray Hill—7920
Breslin Hotel	Broadway & 29th St.	MADison Square—7000
Bristol Hotel	129 W. 48th St.	BRYant—8400
Commodore Hotel	Lexington Ave. & 42nd St.	VANderbilt—6000
Elks Club, (Lodge No. 1)	108 West 43rd St.	BRYant—3500
Forty-Fourth St. Hotel	120 W. 44th St.	BRYant—2500
Gotham Hotel	5th Ave. & 55th St.	CIRcle—2200
Harvard Club	27 W. 44th Street	VANderbilt—1700
Knickerbocker Hotel	120 W. 45th St.	BRYant—3300
Martinique Hotel	Broadway & 32nd St.	PENnsylvania—3800
McAlpin Hotel	Broadway & 32nd St.	PENnsylvania—3800
Pennsylvania Hotel	7th Ave. & 32nd St.	PENnsylvania—5000
Plaza Hotel	5th Ave. & 59th St.	PLAza—1740
Ritz-Carlton Hotel	Madison Ave. & 46th St.	MURray Hill—7600
Roosevelt Hotel	Madison Ave. & 45th St.	VANderbilt—9200
St. James Hotel	109 W. 45th St.	BRYant—3247
St. Regis Hotel	5th Ave. & 55th St.	PLAza—4500
Shelton Hotel	Lexington Ave. & 49th St.	MURray Hill 7300
Touraine Hotel	9 E. 39th St.	CALedonia—0500
Vanderbilt Hotel	Park Ave. & 34th St.	ASHland—4000
Waldorf-Astoria	5th Ave. & 34th St.	PENnsylvania—5400
Yale Club	Vanderbilt Ave. & 44th St.	MURray Hill—8180
Wellington Hotel	7th Ave. & 55th St.	CIRcle 1066
Woodstock Hotel	127 W. 43rd St.	BRYant—3010
Continental Hotel	Broadway & 41st St.	PENnsylvania—0744

INTERESTING PLACES TO VISIT

STATUE OF LIBERTY ON BEDLOE'S ISLAND. Reached by boat from the battery. A gift from the people of France.

AQUARIUM IN BATTERY PARK. The finest piscatorial collection in the world.

AMERICAN SEAMEN'S INSTITUTE. 25 South street, Seamen's Mission.

CUSTOM HOUSE. Faces Bowling Green.

PRODUCE EXCHANGE. Opposite the Custom House.

FRAUNCE'S TAVERN. Corner Broad and Pearl streets. In which Washington took leave of his officers after the Revolution.

NEW YORK STOCK EXCHANGE. Broad and Wall streets.

UNITED STATES SUB-TREASURY. Wall and Nassau streets.

BANK OF NEW YORK. Corner Wall and William streets. Founded by Alexander Hamilton.

TRINITY CHURCH. Broadway, facing Wall street. Many famous men are buried here.

SINGER BUILDING. 149 Broadway. A New York skyscraper of forty-seven stories.

ST. PAUL'S CHAPEL. Corner Vesey street and Broadway. Built in 1754.

WOOLWORTH BUILDING. 233 Broadway. Tallest building in the world; 57 stories. 792 feet high.

CITY HALL. City Hall Park. Executive offices of the city.

MUNICIPAL BUILDING. Center street, opposite City Hall. Devoted to municipal offices.

BROOKLYN BRIDGE. Park Row. First of the Manhattan-Brooklyn bridges.

ST. MARK'S. Second avenue and 11th street. Contains tomb of Peter Stuyvesant.

THE TOMBS. Center and Lafayette streets. The famous prison with the Bridge of Sighs connecting the Tombs to the Criminal Courts Building.

ROOSEVELT HOUSE. 28 East 20th street. Birthplace of Theodore Roosevelt.

GREENWICH VILLAGE. Washington Square. Bohemian atmosphere; homes of artists, writers and musicians.

WASHINGTON ARCH. Foot of Fifth avenue. Designed by Stanford White.

FLATIRON BUILDING. Broadway and 23rd street.

LITTLE CHURCH AROUND THE CORNER. 1 East 29th street.

PENNSYLVANIA STATION. 33rd street and Seventh avenue. One of the greatest railroad terminals in the world.

GREELEY SQUARE. Intersection of Broadway and Sixth avenue at 33rd street.

HERALD SQUARE. Intersection of Broadway and Sixth avenue at 34th street.

UNION LEAGUE CLUB. N. E. corner 39th street on Fifth avenue.

PUBLIC LIBRARY. Fifth avenue and 42nd street. Largest library in the world.

GRAND CENTRAL STATION. 42nd street and Vanderbilt avenue. One of the finest railroad terminals in the world.

METROPOLITAN OPERA HOUSE. Broadway and 39th street. The home of opera.

TIMES SQUARE. 42nd street and Broadway. The center of the theatrical world.

EDITOR & PUBLISHER office, 1700 Times Bldg., Broadway at 42nd Street.

ST. PATRICK'S CATHEDRAL. Fifth avenue and 50th street. The most important Catholic edifice in America.

ST. THOMAS' CHURCH. Episcopal. Fifth avenue and 53rd street. Gothic in architectural design.

CARNEGIE HALL. Seventh avenue and 57th street. Great concert hall.

CENTRAL PARK. 59th street to 110th street. City's most beautiful park.

METROPOLITAN MUSEUM. Fifth avenue and 82nd street. Wonderful art collection.

CLEOPATRA'S NEEDLE. Just west of the museum. A gift of the Khedive of Egypt.

MUSEUM OF NATURAL HISTORY. Central Park West and 77th street.

CATHEDRAL OF ST. JOHN THE DIVINE. 110th street and Amsterdam avenue. Episcopal. One of the world's foremost cathedrals.

COLUMBIA UNIVERSITY. 114th street. One of the oldest and greatest universities in America.

GRANT'S TOMB. Riverside Drive at 123rd street. Contains bodies of General and Mrs. Grant.

COLLEGE OF THE CITY OF NEW YORK. Amsterdam avenue and 137th street.

HISPANIC SOCIETY OF AMERICA. Broadway and 156th street, Museum of the American Indian.

MORRIS-JUMEL MANSION. 160th street, near Amsterdam avenue. It figured in the Revolution.

THE ZOO. Bronx Park. 180th street and Boston Road. Wonderful collection of animals.

BOTANICAL GARDEN. Bronx Park. Plants from all parts of the world.

HALL OF FAME. New York University. 183rd street and University avenue. Gallery of Notables.

POE COTTAGE. Kingsbridge Road and Grand Concourse. Poe's Fordham home.

VAN CORTLAND MANSION in Van Courtland Park. A colonial museum.

AMAZING ADVENTURE OF "STARS AND STRIPES

Founding and Publishing "The Doughboy's Newspaper" a Remarkable Achievement by America Newspaper Men in Wartime France, Now Told for First Time

By MAJOR DONALD L. STONE

Donald L. Stone, the writer of this article, is a Major in the Military Intelligence Reserve, and was formerly Acting Chief of Press and Censorship, American Expeditionary Forces. He is at the present time a professor at Dartmouth College. The second installment of Mr. Stone's narrative of the Stars and Stripes *will appear in* Editor & Publisher *next week.*



Finished papers coming off the press being loaded into trucks for distribution all the way from the Atlantic ports to the Rhine country.

THE World War was so tremendous, even from the American angle alone, that notable achievements incidental to it were easily lost to sight. How the Navy transported our vast Army overseas is a tale in itself. So is the epic adventure of our Engineers in constructing a huge system of docks, bridges, railroads and cantonments in a foreign land. It was a big army, the greatest that ever crossed an ocean in the world's history, and it did things in a big way, and did them well. There are stories embedded in the official records at Washington that deserve to be better known, stories that make one proud to be an American. How the Quartermaster Corps fed and clothed two million men, scattered across France from front-line trenches to base ports; how American railroad men operated American locomotives and rolling stock by American methods in a land where once Caesar's legions marched; how American telephone men strung wires all over France and gave the country its first high-class, long-distance telephone service; how the Motor Transport Corps operated American trucks, ambulances and passenger cars under fire, in numbers so great that miles of roads behind the battle lines were endless chains of autos—big stories all are these, though dwarfed by the war itself, and by the valor of our fighting men, which deservedly claims our chief interest.

This is the story of the *Stars and Stripes,* the Doughboy's newspaper. It is the story of the remarkable achievement of a small group of American newspaper men in Army khaki, who, in a foreign country in wartime and under every conceivable handicap, produced an American paper, excellent by all metropolitan standards. Not one of those men joined the Army with the idea of continuing his peace time occupation. On the contrary they genuinely regretted that they were not permitted to serve at the actual front. But when told that running a newspaper was their army job, they turned to it with a will. And they not only produced an excellent paper, but one that was a huge success from the standpoints of circulation and of money-making. The paper started with a circulation of nothing, and ran up to 500,000 a week. It was expected to lose money, and it not only paid its way but turned into the United States treasury $700,000 in cash and property when it closed. The facts speak for themselves.

In December 1917, the American army in France was already 180,000 men and was growing rapidly. The First Division had practically completed its intensive training, and had entered the trenches, in a relatively quiet sector, for its baptism of fire. Other combat units were in training too, either in the bleak and rainy Lorraine region that had been assigned to America for the purpose, or back along the lines of communication to the base ports. American organizations of every sort were dots here and there on a broad belt that stretched from the docks and wharves of Brest, St. Nazaire, La Rochelle and Bordeaux to the rear of the trenches before Toul and Nancy—where America's own sector would eventually be. With thousands more arriving every week, the Service of Supplies hummed with activity. Buildings, docks, railroad tracks grew like mushrooms overnight. Hundreds of stevedores unloaded cargoes of arms, munitions and supplies, in an almost impossible attempt to keep pace with the arrival of the men themselves.

At the two G. H. Q.'s or General Head Quarters harassed staff officers, seriously overworked and with nerves at a tension that sometimes snapped in utter wreck, struggled gamely with problems that seemed beyond human strength. While the S. O. S. officers at Tours wrestled with problems of supply and equipment, General Pershing's staff at Chaumont combated other tasks. General Fox Connor as chief of "G 3" moved troops from point to point, planned their training, and consulted with the Chief of Staff and the "C. in C." regarding their ultimate use in battle. General George Moseley the chief of "G 4", and his office force planned and supervised their actual transportation. And General Dennis Nolan, "A. C. of S. G. 2," or Chief of Intelligence, employed all his waking hours on the development of his many-sided field.

Focus your attention on General Nolan, for our story starts with him. Other stories too, for around him and his busy office gathers much of the inside history of the A. E. F. In all that big hollow square of French barrack buildings at Chaumont then flying the American flag and the flag of the Commander in Chief, no office save General Pershing's own could more fairly claim to be the nerve and brain center of the American army overseas. Picture at its head a man in the full vigor of early middle life—just turned 50 in fact—tall, wiry, smooth shaven, heavy of jaw and keen of eye, retaining in his athletic bearing more than a reminiscence of the West Point football player of a generation ago. A man as mentally keen as he is physically fit, chosen from the able officers of the line for the general-staff training that would fit him, if war ever came, for his present task. A man slow of speech and deliberate of manner, whose method is to attack one problem at a time, settle it and pass on. A man big enough to waive his rank and discuss as man to man some vexing point with a mere lieutenant.

No man who was a martinet or mere routine soldier could have held a high position at G.H.Q. in war days. If General Nolan had been bound by precedent and existing regulations there would have been no Stars and Stripes. It was his willingness to cut through red tape and solve an essentially non-military problem in a non-military way that brought the soldiers' own newspaper into being.

In the midst of General Nolan's meditations on how to organize the American army's gathering of information from the enemy and co-ordinate it with the information gained by our Allies, how to combat the German's exceedingly clever and efficient spy system, how to handle press and mail censorship, and a dozen other questions no less vital, the word "morale" would keep intruding. That was his problem, and it was a serious one.

Not that the American Army lacked "pep" and courage, either as men or units, —that was the least of the General's worries. But there was a very real danger that men and "outfits" would lose their sense of unity in so great a war. We would have to turn certain regiments over to the British for training. Quite likely they would eventually fight on the British front. Some of our troops would be brigaded with the French. Some might even be sent to Italy if the Germans attacked there. We intended eventually to have our own sector and our own command, and nothing could shake General Pershing's determination in that regard. In the meantime, we were prepared to send men where they were most needed. Was there any way by which American soldiers mingled with French, British or Italian troops could be made to feel that they were still part of the American army? Or would they inevitably feel themselves cut off, lost, neglected?

The American zone in itself presented a problem that was grave enough. G. H. Q. knew what the Army was doing and was trying to do. But not many others—officers or men—had the breadth of vision to see more than their own little corner of the war. It was a long way from Baccarat to Bordeaux. Could the fighting soldier at the front, the quartermaster soldier in Central France and the labor battalion at the ports be made to realize that they were all parts of a big machine all equally necessary, and all working to a common end? Or must the size of the war, the distance from home, and daily life among a people foreign in thought and speech of necessity undermine the army's *esprit de corps?*

General Nolan and his associate cussed these questions repeatedly there was no apparent practical s until a second lieutenant with a appeared on the scene.

In mid-November of 1917, 2nd L T. Viskniskki, Inf. arrived in Fran der orders detaching him from th Division for censorship duty. H attached to the General Staff and field press headquarters at Neufc for at that time there was urgent n qualified men to read and censor t correspondent's despatches, Viskni native American of Polish ancestr in civil life a newspaper man o experience. Now in his middle t and married, he had left his w partner in a successful agency that cated newspaper feature stories t a training camp. Prior to his arr Chaumont he had organized and b editor at Camp Lee in Virginia *Bayonet,* the weekly of the 80th D in training.

It was not long after his arriv he proposed to his chief, Colonel C. Sweeney, General Staff, the C Censorship, the publication of an A weekly newspaper. He was confide he could make a success of such a as a stimulant to morale, and th weekly could even be made to p way. Viskniskki was heartily su in the idea by Lieutenant V Colonel Sweeney's assistant, an urged it upon their chief as earne military etiquette would permit colonel was not nearly as convinced lieutenants, but the idea appealed as worth presenting to General

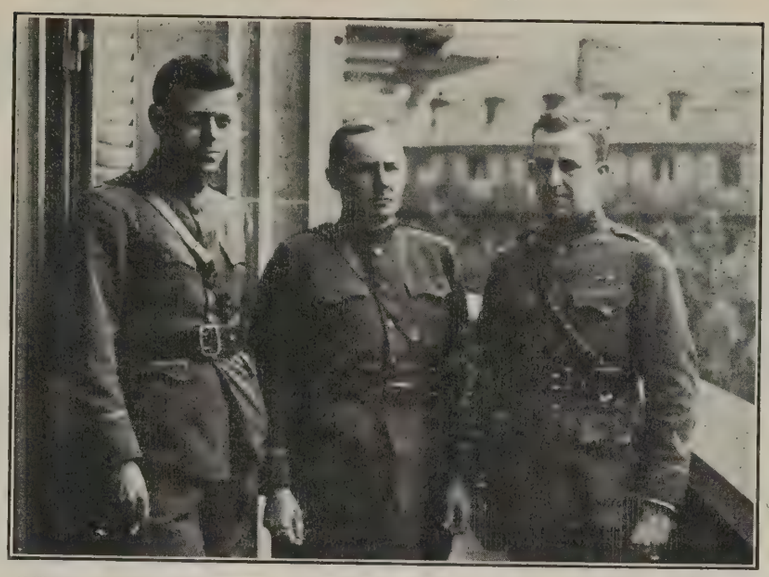
General Nolan had several talks matter with Colonel Sweeney an the two junior officers. The idea ready occurred to General Nola rather vague way. Becoming no ously interested, he took the matte memorandum with General Harbo Chief of Staff. As the result of ference between Generals Nola Harbord the idea of an A. E. F. newspaper was finally presented Commander in Chief himself.

The A. E. F. leaders were agre in theory at least there was no answer to the morale problem really good newspaper, with a distr as wide as the army itself. The q were rather: "Can the grave difi incident to publishing such a we overcome?" and "Is Viskniskki t to do it?"

The experience of the Frenc British with regard to official new was far from reassuring. Seve tempts had been made by them our entry into the war, but the were stiff and formal. They fairl of propaganda, and Tommy and alike had no affection for them o dence in them. Evidently, if A were to succeed where France an land both had failed, the America would have to be a real newspa by capable newspaper men along American lines. More than that, it have to be run in a way that wou the private soldier confidence editors and their message. Seric stacles incident to war-time pro and distribution in a foreign would have to be surmounted.

The proposition was too importa decided with undue haste. For weeks the G. H. Q. authorities idea under consideration while Vis and his record were carefully He appeared to have the necessary fications; he had courage, experien sonality; he was full of concrete, p ideas as to how the job should b

The effort seemed well worth



Officers in charge at the end of the paper's history. (L. to R.) Maj. Mark S. Watson, F. A., officer in charge; Maj. P. G. Mumford, Q. M. C., financial adviser; Capt. Stephen T. Early, Inf., assistant officer in charge.

ıd so, with no little misgiving, the uble decision was made to have an icial A. E. F. newspaper, and to per- t Viskniskki to be its first manager, or, give his official title, officer-in-charge. 'I believe that there is a real need for :h a paper," said General Nolan to skniskki, "and I will give you a free id to show what you can do. As to enses, while I hope you can eventually ng in enough money in advertising and scriptions to pay a good share of the t, I am not so foolish as to expect you make money. All I ask is that you the paper in a businesslike way, and p an accurate record of receipts and enditures. As for the money neces- y to make a start, I will loan you from ret service funds 25,000 francs. The ount will be made available in a Paris k for you to draw upon as needed. ien money comes in over and above r current needs, use it to help re-estab- the fund, which must be carried and ited as a loan." In later conversation h his associates, General Nolan re- ked that if Viskniskki could produce eal newspaper that the soldiers would d and like, the Army might well nd $50,000 on it as a morale building position, and consider the money well nt.

Here are some of the ideas which the ly appointed editor developed memor- a to and in conversations with his fs at G. H. Q. "The paper will be ed the *Stars and Stripes*. No better for an army newspaper at the seat of could be devised than the name by ch Americans effectionately call our ional flag. It is an ambitious name, it will compel the attention of the that read it, and it will be an inspira- to the men that write for it. The ct of the paper will be to foster a se of common purpose in all ranks the A. E. F., wherever located. A se of common purpose, and a calm, hakable confidence in the Army's ıtual victory.

We will do this by telling the men that it is safe for them to know. re will be many things we cannot tell n, but everything we print must be without the shadow of a doubt. re must be plenty of wholesome ıor and plenty of sports news, to take men's minds off the inevitable hard- ıs of the war. The paper must set its resolutely against propaganda, ex- in the better sense of real news ten with a patriotic slant. If officers ıigh rank are permitted to send in t they consider news and order it to rinted, the task of the editors will be ossible. The editors must have a hand in fact as well as in name. The way to build up confidence in the r is to have it written by enlisted men enlisted men. The editor will have ral oversight and direction, but un- the paper is written by doughboys doughboys it can never gain the en- l man's real interest or affection. ıust be written in straightforward er style, in language that any man can read at all can understand. We do that without recourse to coarse- or vulgarity. As far as the officers concerned, there is no reason why a er's paper cannot be made so inter- g that the officers will be glad to read it. On the other hand, you could never get common soldiers to take much interest in an officers' paper. And trying to talk down to the man in ranks would be the worst mistake of all."

Much of this reasoning ran absolutely counter to army tradition and to the spirit of army regulations. For it was an amazing thing to talk of giving real responsibility and a voice in the formation of important policy to men who did not hold commissioned rank. But Viskniskki's ideas received hearty support at G. H. Q., and he was given the authority to make experiment in his own way, without interference in the technique of his profession. Besides the money placed at his disposal he was given authority to requisition newspaper talent wherever it might be found in the A. E. F. in such quantity as he might reasonably require.

Two enlisted men of whom Viskniskki had personal knowledge were immediately asked for. They were Hudson Hawley, a Yale man, formerly with the *New York Sun*, then a private in the 101st Machine Gun Battalion, and Abian A. Wallgren of Philadelphia, a high private in the Fifth Marines. No better selections could have been made, and both remained with the paper until the end. Hawley was a versatile writer, who could and did do a little of everything. Most of the first issues were his work, and he ranged from straight reporting and serious editorials with a humorous tinge to just plain foolishness labeled "Miss Information" and "Bran Mash." Full of whimsical humor in print and out, cultured gentleman and 100 percent doughboy too, he knew just "the stuff to give the troops" and did it to a fare-you-well.

As time went on he became the paper's chief liaison man in maintaining contact with the soldier in camp and field. Hawley went everywhere and interviewed and talked to everybody. He even made a trip—one lone private amid generals and colonels—on the "C. in C.'s" special train. Barely above the legal height for a soldier, he could assume dignity enough for a man twice his size, and his extra special salute was admittedly the snappiest in the A. E. F. Thousands of officers and men got to know Private Hawley of the Stars and Stripes personally. Hundreds of thousands saw his picture every week in Wally's comic strips and didn't realize it. Yet he was unmistakably there to the trained eye—the short, slender form, the bald head, the spectacles, the snappy salute. But the delightful stutter and the golden treasury of anecdote were beyond any cartoonist's pen.

Wallgren—who signed his humorous cartoons and comic strips "Wally"—was even better known to our Army overseas. It is very doubtful whether any man of the whole A. E. F. was better known. Surely none was better loved. He was heart and soul a common soldier, too. When called to service with the Stars and Stripes he was with the Fifth Marines at Damblaine. Tradition would have it that he was in the "brig" at the time. In any event he had really lived the private life of the private for many months, and when he made fun of top-sergeants, mess kits, second lieutenants, mud and "cooties" he was making sport of real hardships personally borne. Wally was to the A. E. F. what Bairnsfather was to the British troops. Surely no funnier drawings of army life were ever conceived. Humor combined with personal experience and keen observation gave him a sort of sixth sense that enabled him to put an unerring finger on the absurdities and laughable injustices of soldiering. He also made frequent trips to the front to see things for himself and to gain material for his drawings.

Personally, "Wally" was as lovably irresponsible as a child. His slender pay was scant ammunition for the mighty battle of Paris, but comrades better supplied with francs were glad to help him bridge the deep gulf from pay day to pay day, and his superior officers acted *in loco parentis* as best they could. Two articles stood out in Wally's simple creed. One was that a Marine was physically superior to two doughboys, the other that prohibition was a greater menace than Germany in arms. He never succeeded in really proving either thesis, but his earnest efforts to do so were at times a matter of serious concern to his associates.

Wally's habits were regular in a sense. With his "strip" safely done on Tuesday afternoon he would disappear for two or three days in quest of fresh material. An issue of the Stars and Stripes without Wally's cartoons would have been unthinkable, but there was no guarantee that they would appear other than the fact that they always had. And yet, somehow, they always did. General Pershing once inspected the Stars and Stripes' editorial office—dropped in to call on the editorial staff would perhaps be more accurate—for the paper defies ordinary military terminology. It was on Monday morning, and all the staff including Wally were busily at work. Wally's appearance was anything but soldierly, and all held their breath as the General walked straight to his desk. "Well, Wallgren," said the C. in C., "I suppose you really enjoy this sort of thing." "Yes, sir" replied the doughty Swede, and the great man passed on.

"I didn't know whether he meant drawing pictures or 'conyac,' said Wally afterwards, "but I was right either way."

Lt. Viskniskki went to Paris in mid-January, 1918, to investigate possibilities with regard to the mechanical side of the proposed paper. Within a week he reported back that he had made arrangements for the setting of type, the stereotyping, the paper supply and the press work. A French firm was willing to supply paper in sufficient quantity to make a start. Mechanical work and printing were to be done at the plant of the Continental edition of the *London Daily Mail*. As assistants in addition to Hawley and Wallgren, Lts. Wm. K. Michael and Charles R. Cushing were asked for and obtained, as were also four soldier printers from the 29th Division. These four men, Sergeant R. S. Claiborne and Privates S. U. Bergh, H. J. Miller and F. J. Hammer, remained with the paper until it suspended publication. The first issue appeared on Feb. 8, 1918.

The form of the paper as established in the first issue was constantly adhered to. It was an eight page weekly with seven columns to the page. The masthead bore the name of the paper over an outline sketch of the American coat-of-arms and crossed flags. It was printed every Thursday morning and appeared every Friday morning throughout France. From the start there was a vigorous editorial page and a sport page of army and home athletic news—the latter, with other home news, was obtained by special cable despatches. There were humorous articles, news articles and humorous and serious cartoons. Half-tone and pen and ink illustrations were freely used. Except for general supervision by Lt. Viskniskki, and financial responsibility in other officers of commissioned rank as required by army regulations, the paper was, except at the very start, almost entirely written by soldiers for soldiers. Enlisted men wrote not only the leading articles but the convincing and earnestly colloquial editorials that were one of its notable features.

The opening number's editorial, written by Lt. Cushing, ran as follows:—"With this issue the Stars and Stripes reports for active service with the A.E.F. It is *your paper*, and has but one axe to grind,—the axe which our Uncle Samuel is whetting on the grindstone for use upon the august necks of the Hapsburgs and the Hohenzollerns.

"The Stars and Stripes is unique in that every soldier purchaser, every soldier subscriber, is a stockholder and a member of the board of directors. It isn't being run for any individual's profit, and it serves no class but the fighting men in France who wear the olive drab and the forest green. Its profits go to the company funds of the Soldier Subscribers, and the staff of the paper isn't paid a sou.

"If you don't find in this, your own weekly, the things in which you are particularly interested, write to the editors and, if it is humanly possible, they will dig up the stuff that you want. There are so many of you over here now, and so many different sorts of you, that it is more than likely that some of your hobbies have been overlooked in this our first number. Let us know.

"We want to hear from that artist in your outfit, that ex-newspaper reporter, that short story writer, that company 'funny man' and that fellow who writes the verses. We want to hear from all of you—for the Stars and Stripes is your paper, first, last and all the time; for you and for those of your friends and relatives to whom you will care to send it.

(*Continued on page* 112)



n editorial conference on the Stars and Stripes. The seniors in service on ıe paper constituted a board which weekly mapped out the plans for the next sue. This picture was made during the conference for the final "Victory Edition."

CLASSIFIED ADVERTISING 1926 RECORDS OF 330 NEWSPAPERS

KEY—*Gain; †Loss; [1] Chamber of Commerce or other Local Authority; [2] Audit Bureau of Circulations figure; [3] U. S. Census Estimate of July 1, 1926; [4] State Census, 1926; [5] Outline type; M—Morning; E—Evening; S—Sunday.

CITY AND PAPER	Issued	1926 Classified Advertising in Agate Lines	Gain or Loss Against 1925	Per Cent. of Gain or Loss Against 1925	Number of Advertisements in 1926	Gain or Loss in Number of Advertisements Against 1925	Per Cent. of Gain or Loss Against 1925 in Number of Advertisements	Average Number Lines Per Advertisement	Population Estimated Jan. 1, 1927 (U. S. Census Estimate July, 1926)	Average Number of Lines Per Capita	Average Number Advertisements Per Capita	Largest Type Permitted in Classified Columns	Can Column Rules Be Broken?	Are Cuts Permitted in Classified Columns?
Abilene (Kan.) Chronicle	E	105,000	25,000*	32.*	15,000	3,500*	34.*	4	5,500	5.	1	8	No	Yes
Akron (O.) Times-Press	ES	3,042,046	606,494*	.249*	212,575	25,141*	.134*	4	225,000	13.5	....	30	Yes	Yes
Albion (Mich.) Recorder	E	171,934	112,798*	1.95*	.....	.....	.....	....	9,000	19.	....	8	No	No
Albuquerque (N. M.) State Tribune	E	266,854	45,934†	17.†	54,171	698†	10.†	4.9	24,000	11.	2	5½	No	No
Adrian (Mich.) Telegram	E	536,662	19,026*	3.7*	42,723	898*	2.1	3	13,000	41.	3.9	10	No	No
Allentown (Pa.) Call	MS	1,680,854	194,796*	13.*	163,892	12,292*	8.*	10	95,000	18.	1.7	5½	No	No
Chronicle & News	E	842,100	158,634*	19.*	54,475	15,159*	28.*	15	95,000	9.	.57	6	Yes	Yes
Altoona (Pa.) Mirror	E	1,328,348	.....	3.2*	97,240	.....	.....	13	70,000	18.9	1.	6	No	No
Amsterdam (N. Y.) Recorder	E	295,498	12,166†	.....	32,138	5,926†	.....	....	35,000	8.4	....	6	No	No
Anaheim (Cal.) Bulletin	E	444,360	7,560*	2.*	.....	.....	.....	....	10,500	42.	....	18[5]	Yes	Yes
Antigo (Wis.) Journal	E	96,810	40,628*	41.*	.....	.....	.....	....	10,564	9.1	....	8	No	No
Ashland (Ky.) Independent	ES	628,320	171,990*	38.*	41,993	11,673*	38.*	15	24,628	25.5	1.7	8	No	No
Auburn (N. Y.) Citizen	ES	176,736	178,416†	.....	.....	.....	.....	....	40,173	4.3	....	.....	No	Yes
Augusta (Ga.) Chronicle	MS	403,312	11,018†	2.†	.....	.....	.....	....	65,000	6.2	....	36	Yes	Yes
Aurora (Ill.) Beacon-News	ES	1,304,828	63,224*	5.*	.....	.....	.....	....	48,000	28.	....	36[5]	Yes	No
Austin (Tex.) American-Statesman	MS	933,160	110,702*	13.4*	.....	.....	.....	7	40,000	23.3	3	24	Yes	Yes
Bakerfield (Cal.) Californian	E	605,696	14,658†	.....	.....	.....	.....	....	23,000	26.	....	24[5]	No	No
Baltimore (Md.) Post	E	752,423	243,473*	47.83*	.....	.....	.....	....	797,716	...	....	....	Yes	Yes
Bangor (Me.) News	M	883,570	99,444*	12.*	.....	.....	.....	....	26,644	3.3	....	....	Yes	Yes
Bartlesville (Okla.) Examiner	MS	369,390	9,030†	2.4†	.....	.....	.....	....	18,000	20.5	....	18	Yes	Yes
Battle Creek (Mich.) Enquirer & News	ES	1,749,622	.....	.....	.....	.....	.....	....	40,000[1]	43.7	....	24[5]	No	No
Moon-Journal	E	1,166,074	122,094*	11.6*	72,388	10,182	16.	16	45,000	25.9	1.61	....	Yes	Yes
Bayonne (N. J.) Times	E	725,868	150,300*	26.1*	88,715	5,475*	6 ½*	3	90,000	8.	.98	6	No	No
Beaver (Pa.) Times	E	347,200	42,000*	12.*	32,550	3,255	10.*	4¼	18,000	19.	1.8	18	No	No
Bellingham (Wash.) American	E	.....	.....	.....	.....	.....	.....	....	35,000	....	....	....	No	No
Bend (Ore.) Bulletin	E	134,148	19,992	17½	9,582	1,423	17	6.0	10,500	12.7	0.916	8	No	No
Bethlehem (Pa.) Globe-Times	E	599,158	9,918†	2.†	48,337	4,903*	10.*	12.3	62,947	9.5	.8	6	No	No
Biddeford (Me.) Journal	E	121,296	55,692*	31.4†	.....	.....	.....	....	24,832	4.9	....	6	No	No
Binghamton (N. Y.) Press	E	1,652,712	1,650,802	.1	.....	.....	.....	5	80,000	20.6	....	6	No	No
Birmingham (Ala.) News	ES	2,059,442	58,198*	2.9*	202,190	1,081†	.5†	10	250,000	8.	0.8	5½	No	No
Boise (Idaho) Idaho Statesman	MS	607,306	.....	.....	.....	.....	.....	....	23,000	26.	....	6	No	No
Bloomington (Ill.) Bulletin	ES	336,144	163,698*	94.*	54,326	10,088*	22.*	6	33,686	10.	1.5	6	No	No
Pantagraph	M	521,905	30,267*	6.*	127,875	681*	.....	4	35,000	14	3.6	5½	No	No
Boone (Iowa) News-Republican	E	90,748	9,800*	12.2*	.....	.....	.....	....	14,000	6.	....	8	No	No
Boston (Mass.) Transcript	E	2,633,235	107,921†	4.†	.....	.....	.....	....	800,000[1]	1.3	....	....	Yes	Yes
Bradenton (Fla.) Herald	ES	183,330	.....	.....	.....	.....	.....	....	14,000	13.	....	10	No	No
Brockton (Mass.) Enterprise	E	938,644	3,640*	.....	.....	.....	.....	....	66,000	14.	....	....	....	....
Brooklyn (N. Y.) Citizen	ES	718,010	181,122*	.026	25,736	1,426	.....	25	2,350,000	....	....	....	No	Yes
Times	ES	1,499,780	93,978	.....	.....	.....	.....	....	2,350,000	....	....	5½	No	No
Brownsville (Pa.) Telegraph	E	200,914	21,630	12 ½*	.....	.....	.....	....	9,077	22	....	24	Yes	Yes
Buffalo (N. Y.) Evening News	E	3,854,832	11,373†	.29†	778,000	780,000	.26†	5	545,273[4]	7	1.4	12	No	No
Times	ES	1,464,646	251,618*	20.*	153,209	13,978*	10.*	9.5	545,273[4]	2.6	.28	24	Yes	Yes
Burlingame (Cal.) Advance-Star	E	57,600	.....	50.	.....	.....	.....	4.5	15,000	3.8	....	12	Yes	Yes
Burlington (Kan.) Republican	E	135,922	.....	.....	.....	.....	.....	4	2,500	54	....	8	No	Yes
Butte (Mont.) Miner	MS	851,592	684,880	24.3*	.....	.....	.....	....	46,000	18.5	....	....	Yes	No
Caldwell (Kan.) Messenger	E	86,800	.....	.....	.....	.....	.....	....	2,200	39.4	....	10	No	No
Canton (Ill.) Ledger	E	98,686	.....	21.†	.....	.....	.....	....	12,000	8.0	....	8	No	No
Canton (O.) Repository	ES	2,842,098	335,096*	13.*	223,841	27,570	14.*	12.7	106,260	27.0	2.0	60[5]	No	Yes
Carbondale (Pa.) Leader	E	117,862	6,027*	5.*	.....	.....	.....	3.0	20,500	6.0	....	18	No	No
Centralia (Ill.) Sentinel	E	188,398	24,542*	13.02*	22,959	272*	.012*	8.2	12,491	15.0	2.0	24	Yes	No
Champaign (Ill.) News-Gazette	ES	571,242	11,074†	2.0	.....	.....	.....	5.0	47,000	12.1	....	8	No	No
Chattanooga (Tenn.) News	E	929,301	5,118*	.½*	116,163	649*	.½*	8.0	131,832	7.0	.880	10	Yes	No
Chicago (Ill.) Herald & Examiner	MS	2,277,399	300,172*	15.*	327,899	18,072*	6.0*	6.9	3,000,000	.7	.1	24	No	No
Tribune	MS	8,518,705	55,303*	.006*	1,358,260	81,774*	.056*	6.27	3,000,000	2.43	....	24	No	No
Cleveland (O.) Press	E	3,419,752	72,801†	2.13†	702,120	5,856†	.82†	4.8	1,176,482	2.9	.60	....	Yes	Yes
Columbia (Mo.) Tribune	E	151,214	.....	.....	.....	.....	.....	....	14,275	10.5	....	6	No	No
Columbus (O.) Citizen	E	1,853,570	201,290*	12.1*	187,287	12,982*	7.4*	9.8	310,622	5.9	0.6	36	....	....
Dispatch	ES	4,100,375	25,530	0.006	486,083	17,461	0.034	8.34	310,622	13.20	1.56	48	Yes	Yes
State Journal	MS	1,660,295	254,145*	18.0	136,288	23,980*	20.0*	12.2	300,000	5.0	.½	....	Yes	Yes
Concord (N. H.) Monitor-Patriot	E	199,332	.....	.....	.....	.....	.....	....	24,000	8.3	....	....	No	No
Corning (N. Y.) Leader	E	183,456	.....	.....	21,373	610*	.028*	8.0	22,000	8.0	1.0	12	No	No
Cortland (N. Y.) Standard	E	67,770	.....	4.0†	22,570	.....	4.0†	3.0	16,618	4.0	1⅓	7	No	No
Corvallis (Ore.) Gazette-Times	E	285,292	64,806†	.....	.....	.....	.....	....	7,500	38.0	....	8	No	No
Coshocton (O.) Tribune & Times-Age	ES	421,862	462,308	.080	.....	.....	.....	....	12,000	35.0	38.0	12	No	No
Covington (Ky.) Post	E	614,366	153,666*	25.*	64,901	11,189*	17.*	9.46	160,000	4.0	.½	....	Yes	Yes
Crookston (Minn.) Times	E	45,618	45,794	.....	2,110	60	.....	5.0	6,500	7.0	32.0	8	No	Yes
Dallas (Tex.) News	MS	2,940,177	139,500†	4.5	391,910	17,098†	4.6	7.2	280,000	7.2	1.5	12	No	No
Danbury (Conn.) News	E	567,035	17,553*	.03*	.....	.....	.....	....	25,000	22.68	....	7	No	No
Danville (Ill.) Commercial-Review	E	.....	.....	.....	123,110	2,427*	2.*	7	42,202	20.4	2.9	6	No	No
Davenport (Iowa) Times	E	896,350	20,636*	2.3*	97,141	4,739†	.049	9.2	70,000	11.5	1.3	48[5]	Yes	No
Dayton (O.) Herald	E	1,470,854	1,414*	.....	120,173	5,867*	.....	12.0	177,000	8.0	....	24	Yes	Yes
Journal	MS	1,646,190	7,294†	.....	.....	.....	.....	....	177,000	9.0	....	24	Yes	Yes
News	ES	3,072,832	82,740*	2.7*	308,616	7,378*	2.0*	9.9	177,000	17.3	1.7	24	Yes	Yes
Decatur (Ill.) Review	ES	1,077,527	36,494*	23.0*	132,323	8,586*	6.0*	8.0	55,000	19.0	2.4	12	No	No
Denton (Tex.) Record-Chronicle	E	248,486	24,080*	0.10*	.....	.....	.....	....	11,000	22.5	....	6½	No	No
Denver (Col.) Rocky Mt. News	MS	900,928	100,492	10.0	211,656	4,031	0.53	4.0	328,308[1]	3.0	1½	24	Yes	Yes
	(The above figures report only the Morning News with Sunday)													
Des Moines (Ia.) Register & Tribune-Capital	MS	2,112,102	111,770*	5.58*	349,931	14,843*	4.42*	6.02	156,148‡	13.52	2.24	72[5]	Yes	Yes
	(‡The population figures are those of R. L. Polk & Co.)													
Detroit (Mich.) Free Press	MS	4,862,032	10,290†	0.2†	657,580	3,132†	.4	7.3	1,535,964	3.1	0.4	36	No	No
News	ES	7,803,824	4,760†	.06†	1,455,896	30,277†	2.0	5.3	1,535,964	5.7	1.0	5½	No	No
Times	ES	2,373,247	296,335*	14.0*	270,594	21,261*	8.0*..	9.0	1,535,964	1.5	0.17	24	No	No
Dodge City (Kan.) Globe	E	454,118	336,913*	287.*	90,824	55,663*	158.0*	5.0	7,250	62.6	12.5	12	No	Yes
Dubuque (Iowa) Telegraph-Herald	ES	458,542	35,434*	8.0*	.....	.....	.....	....	40,996[4]	11.0	....	36	No	Yes
Duluth (Minn.) News-Tribune	MS	1,153,824	63,366*	5½.0*	.....	.....	.....	10.0	119,070	9.2	....	18	No	No
Eau Claire (Wis.) Leader-Telegram	MES	358,344	2,366*	.007*	.....	.....	.....	....	24,042	15.0	....	18	No	No
Elgin (Ill.) Courier-News	E	942,634	75,404*	8.75*	97,996	10,683*	12.25*	9.0	33,384	28.0	2.93	18[5]	Yes	No
Elizabeth City (N. C.) Advance	E	130,627	13,748*	11.7*	9,853	924*	10.3	12.0	12,000	11.0	1.0	....	Yes	Yes
Elizabeth (N. J.) Journal	E	1,198,340	37,973*	3⅓*	175,305	1,059*	.075	6.0	110,000	10.8	1.5	5½	No	No
Elkhart (Ind.) Truth	E	791,182	1,722,242*	27.8*	93,792	15,313*	19.5*	8.4	35,000[1]	26.3	3.1	6	No	No
Elmira (N. Y.) Star-Gazette & Advertiser	ME	845,348	8,190*	.0098*	95,226	354*	.0098*	8.8	51,067	16.5	1.89	11	No	No
	(The above figures do not include the morning figures)													
Elyria (O.) Chronicle Telegram	E	228,340	9,632*	4.4*	.....	.....	.....	....	25,000	9.1	....	....	....	....
Erie (Pa.) Times	E	1,444,704	79,229	5½	197,185	17,216	8.75	3⅓	128,755	1.12	1½	18	No	No
Eugene (Ore.) Guard	E	831,544	124,950*	17.68*	.....	.....	.....	....	22,000	37.7	....	8	No	No
Fall River (Mass.) Herald-News	E	332,951	.....	.....	.....	.....	.....	....	129,560	2.6	....	10	No	No
Fitchburg (Mass.) Sentinel	E	314,174	19,376†	5.8†	.....	.....	.....	....	44,034	7.0	....	5½	No	No
Flint (Mich.) Journal	ES	1,492,526	183,327*	0.14	.....	.....	.....	....	152,667	9.6	....	5½	No	No
Fort Madison (Iowa) Democrat	E	104,387	.....	.....	34,796	5,783*	20.0	3.0	14,000	7.5	2.5	....	Yes	Yes
Fort Meyers (Fla.) Tropical News	MS	487,529	272,461	126.7*	.....	.....	.....	....	20,000	24.38	....	12	No	No
Fort Worth (Tex.) Press	E	882,854	297,150*	50.0*	101,946	.....	.....	8.6	155,000	5.0	1.5	36	Yes	Yes
Star-Telegram	ES	1,588,284	235,704*	17.4*	194,160	21,028*	12.1*	8.13	155,000	10.2	1.25	12	No	No
Record-Telegram	M	1,108,436	1,274*	12.0*	194,160	21,028*	12.1*	5.70	155,000	7.1	1.06	12	No	No
Franklin (Ind.) Star	E	198,934	73,500*	.....	.....	.....	.....	....	4,909	40.5	....	14	No	Yes
Fremont (Nebr.) Tribune	E	250,922	.....	7.0	21,971	.....	5.0	9.0	12,000	21.0	2.3	7	No	No
Fresno (Cal.) Republican	MS	1,389,804	50,127*	2.77*	228,815	2,538†	1.10†	6.07	85,000	16.35	2.69	24	No	No
Gardiner (Mass.) News	E	307,391	51,031*	10.0*	.....	.....	.....	....	19,400	15.8	....	14	No	Yes
Gary (Ind.) Post-Tribune	E	1,428,735	1,209,227	18.0	129,467	114,327	13.0	1.17	110,000[1]	13.0	1.17	5½	No	No
Geneva (N. Y.) Times	E	29,332	30,394*	10.0*	.....	.....	.....	....	16,000	18.0	....	7	No	No
Gloversville & Johnstown (N. Y.) Leader-Republican	E	614,838	94.752*	18.2*	62,606	3,302*	5.57*	9.82	36,000	17.07	1.73	6	No	No
Grafton (W. Va.) Sentinel	E	64,680	12,936*	25.0*	5,852	1,463*	25.0*	12.0	8,500	7.7	0.6	6	No	No
Grand Rapids (Mich.) Press	E	2,211,076	161,854*	7.8*	325,986	36,515*	12.6*	6.8	169,097[1]	13.0	1.9	5½	No	No
Great Falls (Mont.) Tribune	M	389,746	23,184*	6.3*	.....	.....	.....	....	29,256	13.3	....	36	Yes	No
Hamilton (O.) Journal	E	390,698	81,564†	20.8†	39,018	6,575†	16.8†	10.0	51,000	7.6	0.76	9	No	No
Hanford (Cal.) Journal	M	147,084	5,616†	0.368†	.....	.....	.....	4.0	7,000	13.5	....	8	No	No
Hartford (Conn.) Times	E	2,035,836	.....	.....	.....	.....	.....	....	173,000	11.7	....	6	No	Yes
Hollywood (Cal.) Citizen	ES	735,994	109,648*	17.5*	121,705	15,506*	14.5	6.0	120,000	6.0	1.0	14	Yes	No
Homestead (Pa.) Messenger	E	264,408	5,300†	2.0†	.....	.....	.....	....	20,452	12.9	....	14	No	No
Houston (Tex.) Chronicle	ES	3,492,972	691,986*	24.0*	467,330	73,839*	18.0*	7.5	250,000	14.0	1.5	30	Yes	No
Hudson (N. Y.) Star	M	216,482	23,450†	9.0†	.....	.....	.....	....	12,000	18.0	....	7	No	No
Huntington (Ind.) Press	MS	277,476	32,636*	11.0*	40,293	3,126*	7.0*	6.5	17,000	16.0	2.0	7	No	No
Huron (S. D.), Huronite	E	199,000	50,000*	25.0*	.....	.....	.....	6.0	13,000	15.0	....	12	No	No

CLASSIFIED ADVERTISING 1926 RECORDS OF 330 NEWSPAPERS

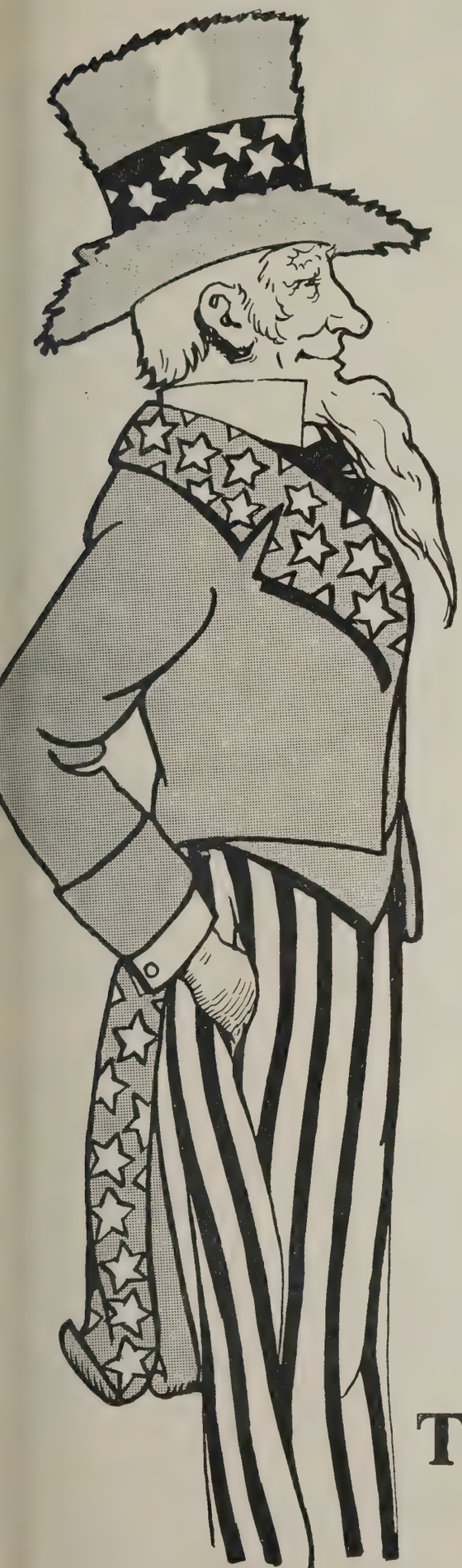
Y—*Gain; †Loss; [1] Chamber of Com- or other Local Authority; [2] Audit u of Circulations figure; [3] U. S. Cen- stimate of July 1, 1926; [4] State Cen- 926; [5] Outline type; M—Morning; E— ng; S—Sunday.

CITY AND PAPER	Issued	1926 Classified Advertising in Agate Lines	Gain or Loss Against 1925	Per Cent. of Gain or Loss Against 1925	Number of Advertisements in 1926	Gain or Loss in Number of Advertisements Against 1925	Per Cent. of Gain or Loss Against 1925 in Number of Advertisements	Average Number Lines Per Advertisement	Population Estimated Jan. 1, 1927 (U. S. Census Estimate July, 1926)	Average Number of Lines Per Capita	Average Number Advertisements Per Capita	Largest Type Permitted in Classified Columns	Can Column Rules Be Broken?	Are Outs Permitted in Classified Columns?	Do Linage Figures Include Rules, Heads, etc.?
inson (Kans.) News	E	673,872	96,372	16¾	80,472	80,472	.....	8.37	28,000	22.0	3.0	48	Yes	No	Yes
ndence (Mo.) Examiner	E	491,792	18,200†	3.0†	55,691	258†	.....	8.0	15,000	32.0	3.6	18	No	No	Yes
apolis (Ind.) Star	MS	3,169,029	42,163†	1.33*	293,015	17,352†	5.8†	10.8	394,000	8.0	1.3	72[5]	Yes	Yes	Yes
News	E	3,429,501	46,398*	1.35*	503,711	27,930†	5.54†	6.75	367,000	9.34	1.37	30	Yes	Yes	Yes
Kans.) Register	E	235,032	3,103†	15.6	20,629	5,001†	19.5†	11.3	8,513	27.0	2.42	8	No	No	Yes
Mountain (Mich.) News	E	144,886	11,424*	8.5*	.....	.....	.....	....	21,000	7.0	....	10	No	No	No
(N. Y.) Journal-News	E	546,700	36,652*	7.0*	66,456	2,040†	2.9	8.0	19,350	27.0	3.4	6	No	No	Yes
n (Miss.) Daily News	ES	719,880	10,766*	2.0*	.....	.....	.....	....	35,000	20.57	....	9	No	No	No
n (Mich.) Citizen-Patriot	ES	878,647	164,633	23.0	136,247	7,894	5.0	6½	59,700	14.9	2.5	5½	No	No	No
City (N. J.) Journal	E	1,013,532	185,927†	.....	.....	.....	.....	....	300,000	3.3	....	5½	No	No	No
own (Pa.) Tribune	E	857,066	175,506†	16.5†	.....	.....	.....	....	76,753[1]	11.1	....	6	No	No	No
		(In 1926 Tribune changed all large legal ads to non-mercantile classification.)													
(Ill.) Herald-News	ES	1,582,980	231,234*	17.0*	.....	.....	.....	....	65,000[4]	24.0	....	12[5]	Yes	Yes	Yes
s City (Kan.) Kansan	ES	1,298,843	102,711*	8.5*	148,270	3,554†	2.0†	....	118,000	10.0	1⅓	72	Yes	Yes	No
(N. H.) Sentinel	E	204,526	4,732*	2.2*	.....	.....	.....	....	13,000	15.7	....	....	....	Yes	Yes
lville (Ind.) News-Sun	E	177,994	11,842	7.15	.....	.....	.....	....	6,500	27.3	....	10	No	Yes	No
a (Wisc.) Evening News	E	1,409,268	237,664*	20.0*	144,353	35,205*	32.0	9.8	56,000	25.0	2.6	5½	No	No	Yes
k (Ia.) Gate City	E	.....	.....	.....	.....	.....	.....	....	.....	.....	.....	.....	.....	.....	.....
on (N. Y.) Freeman	E	335,006	57,834†	15.0†	.....	.....	.....	....	28,519	12.0	....	6	No	No	No
o (Ind.) Dispatch	MS	382,576	102,214*	36.0*	.....	.....	.....	....	35,000	10.9	....	10	No	Yes	No
sse (Wis.) Tribune & Leader Press	ES	322,418	19,854*	5.0*	.....	.....	.....	....	34,000	9.0	....	12	No	No	Yes
n (Pa.) News-Times	E	418,586	31,864*	7.0*	.....	.....	.....	4.0	28,340	14.7	....	6	No	Yes	Yes
ton (Ky.) Leader	M	562,562	16,646†	3.0†	65,065	6,745†	9.0†	....	48,641	12.0	1⅓	24	Yes	No	No
Rock (Ark.) Ark. Gazette	MS	2,663,362	.....	1.1†	220,614	.....	0.32	9.0	100,000	26.0	2.2	36[5]	No	No	Yes
ew (Wash.) Daily News	E	331,954	31,823*	9.5*	37,103	7,464	20.0	6.0	12,000	28.0	31.0	14	No	No	No
ngeles (Cal.) Examiner	MS	6,939,796	244,985†	3.7	1,496,346	70,334†	4.8	9.5	1,300,000[1]	5.33	1.15	72	No	No	No
Herald	E	3,624,320	112,000*	3.1*	650,306	455*	.07	4.63	1,300,328[1]	2.5	0.5	14	No	No	No
Illustrated Daily News	M	807,618	239,190*	42.08*	95,492	30,974*	48.01*	5.0	1,300,328[1]	.62	0.07	36	No	No	Yes
Times	MS	9,025,254	425,194†	4.50†	1,569,926	165,992	9.56†	8½	1,300,328[1]	6.94	1.21	14	No	No	No
ton (Mich.) News	ES	231,630	92,244*	.....	27,841	11,755	.....	5.75	19,831	12.1	....	6	No	No	No
(Ga.) Telegraph	MS	1,072,226	118,038*	12.4*	90,275	4,190†	.....	....	70,000[4]	15.0	13.0	6	No	No	Yes
n (Wis.) Capital Times	E	764,428	97,720*	14.6*	.....	.....	.....	12.0	55,000	13.0	....	24	No	No	No
(Fla.) Herald	MS	5,536,552	3,542,014†	39.0†	666,291	8,447†	1.0†	....	131,000	42.2	5.0	10	No	No	Yes
(Ind.) Leader-Tribune	MS	461,279	22,410*	5.1*	.....	.....	.....	8.3	26,000	10.04	....	8	Yes	Yes	Yes
a (O.) Times	ES	500,286	111,394*	28¾*	38,466	5,991*	18.0*	....	15,000	33.3	....	....	No	No	Yes
eld (Ore.) S. W. Ore. News	ES	258,160	.....	....	.....	.....	.....	13.0	6,500	39.0	....	10	No	Yes	Yes
City (Ia.) Globe-Gazette	E	459,348	.....	.....	.....	.....	.....	3.0	22,682	20.0	....	....	Yes	No	Yes
is (Tenn.) Press-Scimitar	E	926,254	164,437*	21½*	100,870	4,181	4⅓	....	256,056	3½.0	....	36	Yes	Yes	Yes
own (O.) Journal	ES	531,258	42,532*	8.7*	.....	.....	.....	9.0	30,000	17.0	....	24	Yes	Yes	Yes
own (Conn.) Press	E	418,824	10,570†	2.4	.....	.....	.....	....	23,000	18.0	....	24	No	No	No
polis (Minn.) Journal	ES	2,346,573	203,575†	8¾†	433,338	30,132†	7.0†	5.41	434,000	5.40	.99	24[5]	No	No	Yes
Tribune	ES	3,265,230	151,863†	4.44†	697,096	20,364†	2.83†	4.68	425,000	7.68	1.64	24	No	No	Yes
r (Mo.) Monitor-Index	E	195,664	7,658†	.037†	.....	.....	.....	0.3	15,000	13.0	4.3	14	Yes	No	Yes
(Cal.) News-Herald	MS	823,464	11,732*	1.5*	82,364	1,172*	1.5*	10.0	18,000	45.7	4.57	10	No	No	No
(Ill.) Dispatch	E	509,940	6,000*	1.0*	64,659	3,217*	5.0*	4.0	35,000	14.0	2.0	6	No	No	Yes
(La.) News-Star	**E**	**430,864**	**13,874***	**3.33***	.....	.....	.....	....	25,000	17.0	....	8	No	No	Yes
mery (Ala.) Advertiser	MS	510,874	21,728*	4.3*	.....	.....	.....	....	70,560	7.5	....	14	No	No	Yes
own (N. J.) Record	E	393,302	.....	45.0	.....	.....	.....	....	15,000	26.2	....	6	No	No	Yes
Vernon (N. Y.) Argus	E	675,402	14,546†	2.0†	121,357	201.0	.000*	5.0	52,126	12.0	2.0	12	No	No	No
sboro (Ill.) Independent	E	94,724	3,620*	4.0*	23,681	22,776*	4.0*	4.0	12,587	7.7	1.9	10	Yes	Yes	No
ne (Ia.) Journal & News Tribune	E	188,678	980	0.52	.....	.....	.....	....	18,173	10.0	....	12	No	No	Yes
le (Tenn.) Banner	ES	1,114,862	38,544*	.003†	95,872	11,180†	.....	11.0	140,000	....	....	5½	No	No	Yes
(N. J.) Evening News	E	5,184,723	249,815*	5.0*	.....	.....	.....	....	159,000	32.0	....	5½	No	No	Yes
gh (N. Y.) News	E	5,355,458	13,594*	.026*	71,892	701*	.....	7.0	30,419	.....	....	.....	.....	.....	.....
(Kans.) Kansan-Republican	E	110,754	10,556	11.0	.....	.....	.....	....	10,000	11.0	....	36[5]	No	Yes	Yes
aven (Conn.) Journal	M	891,008	312,967*	35.13*	.....	.....	.....	....	186,000	4.8	....	7	No	No	No
ondon (Conn.) Day	MS	655,256	591,010	.098	.....	.....	.....	4.0	30,000	21.7	....	18	No	No	Yes
rleans (La.) Times-Picayune	MS	5,602,046	452,702*	9.0*	581,310	29,123*	5.0	9½.0	425,000	13.0	1.3	5½	Yes	No	No
tates	ES	1,223,459	41,938†	.....	68,828	12,901†	.....	....	425,000	2.64	....	....	Yes	Yes	No
ochelle (N. Y.) Standard-Star	E	655,606	38,066*	2.0	104,093	.....	.....	3.0	47,046	13.7	....	....	No	No	Yes
ork (N. Y.) Herald Tribune	MS	1,810,636	219,676*	13.6*	258,368	.....	.....	7.0	5,924,000	0.30	....	5½	No	No	...
Telegram	E	3,003,962	117,730*	4.0*	644,051	.....	.....	4.6	5,924,000	0.52	0.109	5½	Yes	Yes	Yes
imes	MS	6,163,791	331,931	6.0*	974,150	11,536†	1.0*	6.0	5,924,000	1.04	0.16	5½	No	No	No
Falls (N. Y.) Gazette	E	832,863	11,460*	1.4*	126,144	9,976*	8½.*	6.6	67,348	12.3	1.8	5¼	No	No	No
(Nebr.) News	E	293,566	18,522*	6.2*	40,016	3,326*	9.0*	7.0	12,005	24.0	17.0	30	No	No	Yes
wn (Pa.) Register	E	423,280	.....	86.*	.....	.....	.....	....	38,000	11.0	....	6	No	No	No
imes Herald	E	646,694	9,636*	.....	.....	.....	.....	....	38,000	17.0	....	14	No	No	No
(Cal.) Tribune	ES	5,523,952	64,764†	.011	612,879	28,417	.044	9.0	330,000[1]	19.7	1.8	72	Yes	Yes	Yes
(Pa.) Derrick	M	160,891	17,413*	12.0*	.....	.....	.....	....	23,000	7.0	....	10	Yes	Yes	No
N. Y.) Times	E	562,044	6,236*	1.0*	43,195	5,903*	13.6*	5.0	24,633	22.8	1.7	6	No	No	No
City (Ore.) Enterprise	M	343,070	59,528	21.0	.....	.....	.....	....	6,000	57.1	....	8	No	No	No
(Fla.) Reporter-Star	ES	850,010	317,772*	55.0*	166,017	62,670*	60.0*	5.12	31,478	27.0	5.27	14	No	No	No
(Cal.) Mercury	E	201,600	.....	.....	.....	.....	.....	....	6,000	34.0	....	14	No	No	No
(N. Y.) Palladium Times	E	207,160	51,240*	30.0*	24,996	5,161*	.....	11.0	24,000	8.5	1.05	6	No	No	No
a (Ia.) Courier	E	431,298	85,218*	24.62*	.....	.....	.....	....	27,365	14.0	....	12	No	No	Yes
(Mich.) Argus-Press	E	197,446	37,039*	22.0*	.....	.....	.....	....	15,000	13.0	....	12	No	No	No
(Ky.) News-Democrat	MS	320,376	18,646†	5.5†	.....	.....	.....	....	30,000	10.7	....	.....	.....	.....	Yes
un	E	443,282	4,413½†	.....	.....	.....	.....	....	28,800	15.3	....	24[5]	No	No	No
o (Cal.) Times	E	690,333	.....	.....	.....	.....	.....	....	10,500	66.6	....	14	No	No	Yes
urg (W. Va.) News	MS	417,536	41,986†	9.0†	6,520	398*	6½*	66.0	27,000	16.0	0.25	10	No	No	No
		(Loss due to type change in September—8-12 to 6-10pt.)													
(Cal.) Star-News	E	2,525,922	285,264†	11.0†	.....	.....	.....	4.0	80,000	31.0	8.0	12	Yes	No	No
(N. J.) Daily News	E	843,180	84,107†	10.0†	112,872	9,731	9.0†	4.0	70,000	12.0	1.6	6	No	No	Yes
(N. J.) Press-Guardian															
nday Chronicle	ES	1,703,790	93,203*	5.0*	116,875	991	.....	14.0	149,000	11.5	....	6	No	No	Yes
a (Fla.) News	E	309,540	49,126†	15.0†	23,475	.....	.....	4.0	37,000	8.0	2.0	10	No	No	Yes
urnal	MS	645,106	10,668†	2.0†	161,277	.....	.....	4.0	37,000	17.0	4.0	10	No	No	Yes
rg (Va.) Progress-Index	ES	326,956	108,654*	.....	35,631	7,537	.....	....	9,018	36.2	3.9	12	No	No	No
hia (Pa.) Public Ledger	MS	3,650,478	159,921*	4.5*	272,546	29,003*	11.9*	13.4	2,000,000	1.3	0.14	5½	No	Yes	Rules
(Ariz.) Republican	MS	2,009,392	124,362	6.3*	255,929	19,948*	8.4*	8.0	52,000	38.5	5.	12	No	No	Yes
ron (Mich.) Times-Herald	E	405,909	43,311*	14.0*	58,057	12,790*	28.0*	7.0	36,202	11.0	1.6	5½	No	No	Yes
(Ore.) Journal	ES	2,543,970	218,725	7.8*	362,867	.....	.....	7.4	355,781	7.8	1.0	12[5]	No	No	No
(Pa.) Republican	ES	360,458	.....	22.0*	.....	.....	.....	3.0	26,000	13.4	....	6	No	No	Yes
an.) Tribune	E	165,494	82,556	11.4*	.....	.....	.....	....	5,036	32.8	....	14	No	No	No
(Ind.) Democrat	E	227,911	3,231	.....	.....	804	.....	4.	11,227	20.3	....	24	No	No	Yes
ce (R. I.) Journal	MS	2,947,880	115,602†	3.0†	536,856	34,829†	6.0	5.	267,918	11.0	2.0	5½	No	No	Yes
Wis.) Journal-News	E	728,672	29,176*	4.0	88,684	7,818*	9.0	8.0	70,000	10.0	10.0	30	No	No	Yes
mes-Call	E	630,420	54,082*	.....	.....	.....	.....	....	70,326	8.9	....	24	No	No	Yes
(N. C.) Times	E	302,092	71,988†	19.2†	.....	.....	.....	....	35,000	83.0	....	6	No	No	No
ews & Observer	MS	570,808	7,966*	.....	.....	.....	1.4	....	33,000	17.0	....	6	No	No	Yes
ity (S. D.) Journal	E	187,366	47,230*	25.0*	.....	.....	.....	8.0	7,940	23.7	....	12	No	No	Yes
(Pa.) Eagle	ES	1,899,636	54,618*	.....	239,201	3,905	.....	....	115,000	16.5	2.08	7	No	No	....
ev.) Gazette	E	345,002	47,502*	16.0*	.....	.....	.....	....	15,000	23.0	....	6	No	No	Yes
l (Cal.) Independent	E	151,200	.....	20.0*	.....	.....	.....	....	25,000	6.0	....	..	No	Yes	Yes
(Cal.) Daily Press	E	1,020,642	51,632*	.053*	.....	.....	.....	....	31,000	32.9	....	14	....	No	Yes
(N. Y.) Democrat & Chronicle	MS	6,195,117	38,355*	.....	.....	.....	.....	....	321,000	19.0	....	6	No	No	Yes
(Ill.) Republic	E	728,560	199,156*	27.33*	42,456	6,339*	14.9*	17.1	87,206	8.3	0.4	36	Yes	Yes	Yes
l (S. C.) Herald	E	74,774	15,576†	.....	.....	.....	.....	....	15,000[1]	4.9	....	....	....	Yes	No
. Y.) Sentinel	E	414,284	5,020*	.012*	.....	.....	.....	12.0	32,000	12.0	....	10	No	No	No
(Ind.) Republican	E	105,518	.....	....	.....	.....	.....	....	6,000	17.5	....	..	No	No	Yes
(Vt.) Herald	M	219,100	131,040	....	.....	.....	.....	....	25,000	8.7	....	6	No	No	No
l (Minn.) Journal-Press	E	211,974	6,468†	.3	26,497	4,709†	1.5	8.0	25,000	8.5	1.0	20	No	No	Yes
bury (Vt.) Caledonian Record	E	100,394	147†	.....	.....	.....	.....	....	8,701	11.5	....	8	No	No	Yes
h (Mich.) Herald-Press	E	240,296	33,252*	15.5*	23,816	1,094	4.0	7.0	10,500[1]	23.0	2.0	11	No	Yes	No
ph (Mo.) News-Press	E	763,924	23,926*	3.2*	.....	.....	.....	....	85,000	8.98	....	48	Yes	Yes	No
(Mo.) Post-Dispatch	ES	4,959,920	153,440	3.2	910,788	43,450	5.0	2.7	830,000	5.0	1.09	..	....	....	....
bbe-Democrat	MS	3,178,086	115,911†	.0351†	472,314	3,879†	.0081†	6.73	821,544	3.86	0.575	24	No	No	Yes
(Minn.) Dispatch Pioneer-Press	MS	2,254,812	35,882*	1.62*	416,315	1,674*	40.0*	5.42	281,000	8.02	1.48	72	Yes	Yes	Yes
(Mich.) News-Courier	ES	1,023,620	46,670*	4.7*	141,467	16,842*	13.5*	7.0	72,000	14.0	1.9	5½	No	No	No
City (Utah) Telegram	ES	905,632	31,304*	2.79*	.....	.....	.....	....	147,000	6.07	....	5½	No	No	Yes
ibune	MS	2,556,344	193,438*	8.19*	409,606	5,868†	1.41†	6.24	147,000	17.39	2.78	5½	No	....	Yes
ardino (Cal.) Sun	MS	858,802	50,554†	.0556†	131,628	3,720*	.029*	6.52	36,000	23.9	3.66	10	No	No	Yes
o (Cal.) Sun	E	1,951,516	176,540*	9.9	197,827	6,349*	3.5	9.9	150,000	15.0	1¼.0	48	Yes	No	Yes
bune	E	2,288,118	909,412*	61.0*	.....	.....	.....	....	150,000	15.0	....	....	No	No	Yes
ion	MS	4,586,260	852,726*	22.0*	.....	.....	.....	....	150,000	30.0	....	5½	No	No	Yes

CLASSIFIED ADVERTISING 1926 RECORDS OF 330 NEWSPAPERS

KEY—*Gain; †Loss; [1] Chamber of Commerce or other Local Authority; [2] Audit Bureau of Circulations figure; [3] U. S. Census Estimate of July 1, 1926; [4] State Census, 1926; [5] Outline type; M—Morning; E—Evening; S—Sunday.

CITY AND PAPER	Issued	1926 Classified Advertising in Agate Lines	Gain or Loss Against 1925	Per Cent. of Gain or Loss Against 1925	Number of Advertisements in 1926	Gain or Loss in Number of Advertisements Against 1925	Per Cent. of Gain or Loss Against 1925 in Number of Advertisements	Average Number Lines Per Advertisement	Population Estimated Jan. 1, 1927 (U. S. Census Estimate July, 1926)	Average Number of Lines Per Capita	Average Number Advertisements Per Capita	Largest Type Permitted in Classified Columns	Can Column Rules Be Broken?	Are Cuts Permitted in Classified Columns?
Sandusky (O.) Star-Journal	E	467,977	99,938†	21.0	.....	.....	.....	....	24,000	19.4	....	36	Yes	Yes
San Francisco (Cal.) Chronicle	MS	2,410,282	109,215†	4.33	382,982	29,616†	7.18	6.3	708,000	3.4	.675	60	Yes	No
Examiner	MS	6,118,035	47,864†	7.8	994,088	5,145*	5.2	6.15	708,000	8.6	1.41	30	Yes	No
San Jose (Cal.) Mercury Herald	MS	1,757,868	59,822*	3.5*	.....	.....	.....	....	43,000	4.8	....	6	No	No
Santa Ana (Cal.) Register	E	1,404,368	44,940*	3.3*	.....	.....	.....	....	30,000	48.6	....	24	Yes	No
Santa Rosa (Cal.) Press Democrat	M	738,206	44,436*	6.5*	.....	.....	.....	....	14,500	51.0	....	14	No	No
Scranton (Pa.) Times	E	864,101	47,957†	5.4*	134,920	8,761†	6½	....	150,000	5.7	....	5½	No	No
Seattle (Wash.) Post-Intelligencer	M	1,972,008	407,712*	26.06	220,385	38,000*	20.84	8.9	403,000	5.0	....	24	Yes	Yes
Sharon (Pa.) Herald	E	908,040	221,060*	32.0	49,422	8,374*	21.0	18.0	28,869	32.0	2.0	8	Yes	Yes
Sheboygan (Wis.) Press	E	355,348	48,706*	.137*	35,874	.....	.....	3.0	39,114	9	1	30	No	No
Sioux Falls (S. D.) Argus-Leader	E	546,431	47,152*	9.5*	67,000	.....	.....	82.0	30,145	18.12	2.22	48[5]	No	No
South Bend (Ind.) Tribune	ES	1,504,289	40,927*	0.2*	133,951	5,361†	.....	11.0	103,250	14.0	1.3	5½	No	No
Southbridge (Mass.) News	E	126,000	.....	....	1,445	.....	.....	8.0	15,533	8.0	....	10	No	Yes
South Norwalk (Conn.) Sentinel	E	248,500	48,482*	18.0*	49,000	9,896	18.0	5.0	36,000	7.0	1.36	7	No	No
Spokane (Wash.) Spokane Press	E	586,544	3,066*	.005*	.....	.....	.....	....	109,000	5.38	....	14	Yes	No
Spokesman-Review	MS	2,391,956	32,564*	.0138*	378,264	4,792*	.0128*	6.3	109,000	21.9	3.4	5½	No	No
Springfield (Mo.) Leader	ES	1,033,928	83,202	8.004*	167,214*	6,465	3.81*	6.13	58,000	17.8	2.9	6	No	No
Stockton (Cal.) Record	E	969,206	.....	.....	129,920	.....	.....	7.46	56,414[1]	17.0	2.0	12[5]	Yes	Yes
Sunbury (Pa.) Daily	E	195,000	15,620*	8.0*	15,132*	908	6.0*	15.0	18,000	10.8	1.0	6	No	No
Item	E	186,492	4,598*	2.5*	.....	.....	.....	5.0	18,000	13.6	....	6	No	No
Superior (Wis.) Telegram	E	659,397	175,543*	40.0*	28,692	.....	.....	3.0	43,000	16.6	.6	36[5]	No	No
Tacoma (Wash.) Ledger	MS	1,512,376	185,376	11.0	152,361	12,678	8.0	9.0	130,000	14.2	1.½	48	Yes	Yes
News Tribune	E	2,140,908	68,810*	.03214	.....	.....	.....	....	106,000	20.19	....	....	Yes	Yes
Terre Haute (Ind.) Star	MS	945,149	7,371*	.0078*	.....	.....	.....	....	70,000	10.60	....	36	Yes	Yes
Tribune	ES	956,760	66,220*	7.4*	.....	.....	.....	....	70,000	13.66	....	....	Yes	Yes
Terrell (Tex.) Tribune	E	218,400	24,024*	11.0*	.....	.....	.....	....	8,349	26.0	....	8	No	No
Toledo (O.) News-Bee	E	2,194,220	78,634*	3.5*	342,062	662†	.002†	6.0	303,995	7.0	1.0	42	Yes	Yes
Topeka (Kas.) Capital	MS	1,582,434	23,527	1.5*	224,751	2,444	1.0	7.0	55,000	28.8	4.0	48	Yes	Yes
Troy (N. Y.) Record	M	501,131	20,476*	.039†	85,591	8,754†	.009†	5.8	118,141	4.2	.072	12	No	No
Tucson (Ariz.) Citizen	ES	726,040	12,502†	.....	.....	.....	.....	....	35,000	3.0	....	...	No	Yes
Union City (N. J.) Hudson Dispatch	M	731,794	146,379*	25.0*	115,161	23,032*	25.0*	6.0	70,000	14.0	1.75	5½	No	No
Vancouver (Wash.) Columbian	E	329,105	24,080*	8.0*	.....	.....	.....	....	16,000	20.5	....	6	No	No
Vinton (Iowa) Cedar Valley Times	E	259,000	26,400	.113	.....	.....	.....	....	4,000	6.4	....	8	No	Yes
Walla Walla (Wash.) Bulletin	MS	489,454	119,266*	32.0*	.....	.....	.....	....	17,000	28.7	....	7	No	No
Warsaw (Ind.) Union	E	86,800	.....	10.0*	8,000	.....	.....	4.0	6,000	14.4	1.33	8	No	No
Washington Court House (O.) Herald	E	117,656	8,988†	7.0†	.....	.....	.....	....	7,962	15.0	....	12	Yes	Yes
Washington (D. C.) Post	MS	1,626,887	121,184*	8.0*	.....	.....	.....	....	528,000	3.0	....	24	Yes	Yes
Star	ES	5,741,738	327,981*	6.1*	.....	.....	.....	....	528,000	10.0	....	10	Yes	Yes
Waterbury (Conn.) Republican & American	MS	1,451,660	8,470*	0.6*	147,843	11,251	7.0	9.8	116,366	12.4	1.2	5½	No	No
Watertown (N. Y.) Standard	E	395,066	167,398†	42.0†	.....	.....	.....	....	33,396	11.0	....	48	Yes	Yes
Waukegan (Ill.) Sun	E	470,694	22,596*	5.0*	39,659	872*	2.25*	12.0	25,000	18.80	1.50	8	No	No
Wausau (Wis.) Record-Herald	E	416,542	.....	.....	.....	.....	.....	....	22,062	18.0	....	14	No	No
Waynesboro (Pa.) Record-Herald	E	215,250	.....	.....	19,540	1,542	.08	11.0	10,000	22½.0	2.0	6	No	No
West Chester (Pa.) Local News	E	941,871	72,146*	.076*	59,628	1,487*	.025*	16.0	11,800	80.0	5.0	....	Yes	Yes
Wichita (Kas.) Eagle	MS	2,485,707	265,482*	12.0*	407,623	7,355*	1.8*	6.1	96,000	25.9	4.2	36	Yes	Yes
White Plains (N. Y.) Reporter	E	1,121,400	389,942*	53.3*	.....	.....	.....	....	28,121	39.0	....	7	No	No
Wilkes-Barre (Pa.) Times-Leader	E	723,450	28,964*	.04*	.....	.....	.....	5.0	93,000	7.7	....	10	No	No
Winchester (Va.) Evening Star	E	10,316	.....	10.*	.....	.....	.....	3.0	10,000	1.0	....	8	No	No
Woonsocket (R. I.) Call	E	302,624	2,324†	7.5†	.....	.....	.....	....	49,681	6.0	....	18	No	Yes
Worcester (Mass.) Evening Post	E	809,315	11,502†	1.40†	101,763*	3,607*	31.67*	7.95	195,000	4.15	0.52	5½	No	No
Yakima (Wash.) Republic	E	609,182	92,456*	18.0*	70,701	10,628*	3.67*	8.6	23,000	26.5	3.0	6	No	No
Herald	M	562,198	80,038*	16.6*	58,719	7,227*	14.0*	9.6	23,000	24.4	2.5	6	No	No
Yonkers (N. Y.) Herald	E	1,087,114	.....	5.0*	134,177	.....	7.5*	8.0	120,000	9.0	1.01	6	No	No
Youngstown (O.) Telegram	E	1,772,385	129,489	8.0*	162,146	21,026	13.0*	11.0	150,000	12.0	1.0	24.0	Yes	Yes
RECORDS OF CANADIAN NEWSPAPERS														
Charlottetown (P. E. I.) Guardian	M	72,301	2,359†	3.26†	8,251	1,027	11.72	4.0	88,000	.821	.0938	8	Yes	No
Chatham (Ont.) Daily News	E	232,092	80,850*	77.0*	6,548	1,133*	21.0	....	14,118	16.5	....	24	No	No
Edmonton (Albt.) Bulletin	E	727,860	.....	246.0*	83,400	.....	225.0*	8.4	65,000	11.11	.77	36[5]	No	No
Journal	E	1,402,015	101,501*	7.2*	20,137	621†	3.08†	....	65,000	21.5	.3	36[6]	No	No
Guelph (Ont.) Mercury	E	294,943	3,550	1.0†	.....	.....	.....	....	19,500	15.0	....	7	No	No
Hamilton (Ont.) Spectator	E	1,185,780	49,896*	.043*	.....	.....	.....	....	120,000	9.8	....	....	Yes	No
Kitchener (Ont.) Record	E	456,064	‡2,000†	½.0†	.....	.....	.....	....	27,000	17.0	....	7	No	No
	(‡Loss due to setting ads. in smaller type.)													
Lethbridge (Albt.) Herald	E	297,091	31,549*	10.6*	5,748	560*	9.8*	6.5	11,500	25.8	0.5	36	No	Yes
Montreal (Que.) Star	E	2,324,353	108.518*	4.0*	380,911	21,062*	6.0*	6.1	935,000	2.4	0.4	10	No	No
Nelson (B. C.) News	M	227,241	119,999†	.....	.....	.....	.....	....	6,000	37.8	....	18	No	No
Oshawa (Ont.) Reformer	E	374,402	162,190*	76.04*	.....	.....	.....	....	20,000	18.72	....	8	No	No
Port Arthur (Ont.) News Chronicle	E	335,274	57,221†	14.5†	34,485	3,340†	8.0†	9.7	14,886	22.5	2.4	8	No	No
Quebec (Que.) L'Evenement	M	505,510	.....	8.0*	.....	.....	.....	....	135,000	3.7	....	6	No	No
St. Catherines (Ont.) Standard	E	337,778	11,159*	.034*	.....	.....	.....	4.0	23,198	10.5	....	6	No	Yes
St. Thomas (Ont.) Times-Journal	E	267,456	44,904*	20.0*	36,933	6,795*	22.5*	6.0	20,000	11.5	1.75	6	No	No
Sherbrooke (Que.) La Tribune	E	100,776	.....	.....	10,796	.....	.....	10.0	25,025	4.02	0.431	8	No	No
Stratford (Ont.) Beacon-Herald	E	235,845	52,612*	29.0*	20,771	6,635	47.0	....	18,700	13.0	1.1	6	No	No
Toronto (Ont.) Globe	M	1,179,363	65,879*	5.09*	143,233	3,148†	2.15†	8.23	650,055	1.08	0.202	18	No	No
Star	E	2,316,020	15,190†	0.06†	330,817	32,094†	8.8†	7.0	650,055	3.05	0.5	20	No	No
Telegram	E	4,137,811	175,922†	4.8†	647,515	.....	.....	....	650,055	6.3	0.99	5½	No	No
Vancouver (B. C.) Province	ES	3,181,048	453,568*	16.63*	.....	.....	.....	....	278,752	11.3	....	5½	No	No
Sun	..	1,327,718	135,520†	9.0†	.....	.....	.....	....	263,302	5.5	....	18	No	No
Victoria (B. C.) Colonist	M	1,475,040	134,994*	9.0	.....	.....	.....	....	38,727	38.1	....	6	No	No
Times	E	621,866	.....	8.9	.....	.....	.....	....	38,727	16.0	....	5½	No	No
NEWSPAPERS SHOWING TOTALS FOR 12 OR 13 ISSUES A WEEK														
Albany (N. Y.) Knickerbocker Press & News	MES	3,229,447	199,147*	.063	572,085	42,356*	.076*	5.7	125,000	25	4.57	10	No	No
Baltimore (Md.) Sun	MES	6,106,772	293,796	5.0	794,961	92,601*	10.0	8.0	819,000	7.46	1.0	72	No	No
Blackwell (Okla.) News & Tribune	MES	237,552	44,996*	18.0	42,420	8,035	18.0	3.0	16,200	14.0	2.61	10	No	No
Boston (Mass.) Globe	MES	4,501,350	49,192†	0.01†	576,540	4,206	.....	7.7	1,900,000[2]	2.4	0.32	....	Yes	Yes
Casper (Wyo.) Herald-Tribune	MES	257,810	25,256†	.....	.....	.....	.....	....	25,129[1]	10.2	....	30	Yes	Yes
Danville (Va.) Register-Bee	MES	214,074	11,130†	.052†	.....	.....	.....	....	26,278	8 1/7	....	12	No	No
Evansville (Ind.) Courier-Journal	MES	1,011,720	113,220*	12.0*	112,760	4,420*	4.0*	9.0	93,601	11.0	1.20	6	No	No
Joplin (Mo.) Globe & News-Herald	MES	781,546	18,878*	0.24*	92,636	892*	.0096	8.0	38,000	20.6	2.4	36	Yes	Yes
Kansas City (Mo.) Star	MES	7,660,677	385,291*	5.0*	158,697	32,262*	2.0*	4.8	438,000	17.4	3.6	30	No	No
Lancaster (Pa.) Intelligencer News-Journal & Sunday News	MES	1,222,389	106,231†	.087†	106,250	8,906†	.084†	11.5	58,000	21.1	1.8	6	No	Yes
Louisville (Ky.) Courier-Journal & Times	MES	2,794,453	99,822*	3.7	336,622	19,619*	6.0	8.0	311,000	9.0	1.1	24	No	No
New Bedford (Mass.) Standard & Mercury	MES	523,208	160,496†	23.47†	73,756	21,145	22.38	7.0	125,000	4 1/6	.1/6	6	No	No
Omaha (Nebr.) World-Herald	MES	2,738,482	39,202†	1.4†	407,150	8,596†	.02	6.7	213,000	12.8	1.9	5½	No	No
Peoria (Ill.) Journal-Transcript	MES	1,826,986	73,010*	.041*	215,272	18,875*	.095*	8.9	90,000	20.3	2.4	6	No	No
Spartanburg (S. C.) Herald & Journal	MES	642,620	69,124*	12.0*	41,278	1,842*	4.5	....	31,693	20.2	....	14	Yes	No
Staunton (Va.) News-Leader	MES	194,172	40,780*	27.0*	.....	.....	.....	6.0	12,500	15.5	....	8	Yes	No
Trenton (N. J.) Times	MES	2,214,244	254,864*	12.0*	.....	.....	.....	5.0	134,000	6.0	....	14	No	No
Washington (Pa.) Observer & Reporter	MES	600,000	.....	10.0*	.....	.....	.....	....	30,000	20.0	....	6	No	No
Worcester (Mass.) Telegram-Gazette	MES	3,082,100	8,752*	.0028*	569,603	35,924*	6.4	5.4	204,290	15.0	2.7	72	Yes	Yes
Regina (Sask.) Leader-Post	MES	1,104,899	.....	6.2*	.....	.....	.....	....	45,000	24.5	....	48	No	No
Winnipeg (Man.) Free Press & Bulletin	ME	3,020,244	282,410*	11.0*	.....	.....	.....	6.0	191,356	15.0	....	36[5]	No	No



Uncle Sam Knows

that The Detroit News made the greatest circulation gains of all Detroit papers for the 6 months, ending April 1, 1927.

The statement of The Detroit News to the United States Post Office on April first shows it with an average of 353,989 Sunday circulation and 320,970 weekday circulation, a gain over the previous six months of 24,754 Sundays and 9,138 weekdays. No other Detroit newspaper equalled this increase in circulation.

From its founding in 1873 The Detroit News has been a circulation leader in Michigan, and it is today. And from its founding it has been the home newspaper.

The character of Detroit News circulation and its ability to cover 90% of the English reading homes of its market give the advertiser an opportunity to sell the whole field with most impressive copy through the use of one medium. That is why Detroit is known in advertising circles as a one paper city, while The News leads all other newspapers in America in advertising patronage.

Average Net Paid Circulation for 6 Months Ending April 1st

Sundays 353,989

Weekdays 320,970

The Detroit News

The HOME newspaper

Greatest Circulation Weekdays or Sundays in Michigan

WHAT OF NEWSPAPERS IN THIS RADIO AGE?

Milton Garges, A. P. Official, Believes Nothing Can Kill Newspaper Reading Habit, But Predicts M Marvels of Wireless Transmission, and, Maybe, a "Home-Printed Newspaper"

By PHILIP SCHUYLER

"ANY man who attempts in this day and age to say that anything is impossible is taking on a very large contract."

Milton Garges, executive assistant on the headquarters staff of the Associated Press, who made this remark the other day, was certain at least that nothing was impossible in the future neld of communications. And there are very few people who have stood closer to the changing history of communications in this country during the last half century than has Mr. Garges.

When Mr. Garges first became an A. P. telegraph operator forty years ago, he transcribed the dots and dashes into longhand, using a stylus on flimsy. The fastest sender did not tick off more than 30 words a minute. Then the Phillips code came into general use and this speed jumped to 50 and 60. Now an increasing number of newspaper offices are equipped with high-speed printer machines, capable of typing out stories automatically at 120 words a minute.

"What lies ahead for newspaper communications?", Mr. Garges repeated the question asked him.

"I believe much of the future will hinge upon telephotography by radio and land wire. We haven't scratched the surface of radio yet. Yet we are much further advanced in radio today than we were with the linotype in 1890.

"Just a step away from us today is the radio-operated printer machine. Experiments which we and others have carried on have demonstrated beyond question that this development is feasible. The reason why we in this office have not continued our experiments is because we have concluded that the Associated Press is not in the communications business.

"But we are preparing for the wireless printer innovation when it comes. We are gradually extending the use of automatic printers, and eventually all our circuits will be so equipped.

"The next scheduled advance in radio is set for the first of July, when the Marconi beam system is put into operation between London and New York.

"There are those who are stating that the dot and dash will soon go out of style. A combination of the beam system and the principle of photographic transmission by wireless is promised, creating a new method of facsimile transmission.

"The new method will traverse the Marconi beam across the Atlantic as the exact reproduction of the page on which the message was written. A typewritten or printed page will be filed in London and will be flashed in its entirety to New York, word for word and line for line.

"For some time only minor difficulties have stood in the way of sending whole pages of newspapers from one continent to the other. A week or so ago it was revealed that the Marconi Company and the Radio Corporation of America, which hold the patent rights on the facsimile transmission system, are expecting to install the service between different countries. It is thought that the first service will be between London and New York, just as the first wireless telephone and wireless sending of pictures was installed between the English capital and New York.

"The beam system in itself and not in combination with wireless photography is one of the marvels of present day communications. When we think that 200 words a minute are being sent as a regular service daily between London and Australia now by this method, we may all wonder that greater speed can ever be attained.

"Engineers are steadily at work solving radio problems. One problem remaining to be solved is that of the 'skip-distance' in short wave transmission. The wave bands between 200 metres and 600 metres are those used for general broadcasting. That leaves the bands from one to 200 metres not being widely used. The reason why these bands are not being used now is because of the fact that senders using the short wave frequently carry to great distances with ease, but at the same time cannot be heard a short distance away.

"The Associated Press is also preparing to take up telephoto when the commercial company exploiting this invention increases its present installation. I confidently believe that the day is not far distant when every newspaper office will be equipped with its own telephoto machine. By employing what is called wired wireless and the carrier system it will be possible for a press association to use the same wire at the same time to send the text of a story and the picture to illustrate it."

Naturally the Associated Press is not making known all its plans for the possible utilization of telephoto. It is a decision for the newspaper members themselves to make. If there is a sufficient demand on the part of the members for a daily service of pictures by wire, they can and will get that service from the Associated Press. That much has been made known.

Nor is the A. P. disclosing all its plans for the possible tie-up with telegravure, the remarkable invention of Arthur S. Ford, announced in a recent issue of EDITOR & PUBLISHER, an invention whereby pictures are set up on linotype machines as easily as text is set to day.

The A. P. had long conversations with Mr. Ford. For a while officials considered the purchasing of an exclusive option on the invention. Such purchase, however, was later denied.

If, however, the picture alphabet devised by Mr. Ford for sending pictures on Morkrum printer machines, is made into linotype matrices as expected and good results are obtainable, the Associated Press will arrange a service to members for sending coded pictures with the big news stories of each day.

In addition to these communications developments mentioned by Mr. Garges as belonging to the immediate future,, there is television, but the Associated Press official was content to let newspaper men use their own imaginations in visioning the future uses that can be made of this newest great invention.

With all these projected changes in communications, Mr. Garges believes that nothing will come to take the place of the newspaper—not for a long time, anyway. But newspaper publishing may be entirely revolutionized, he believes.

One peep into the imagined future Mr. Garges described the "home printed newspaper."

Is it so very far ahead to the time when a subscription to a newspaper will mean a monthly or yearly payment for installation of a machine in the home, just as we pay our telephone bills today?

That is a question Mr. Garges asks, hesitating to be too assertive lest he be regarded as a foolish visionary.

But into what tossing channels of imagination that question leads!

It seems a fact that it will soon be impossible to increase any further the speed of news transmission from point to point. If there is to be any greater speed of newspaper publishing, will it not come about through the extinction of the dinosaur-like press-room and the ungainly distribution centipede of today?

Inventors even now say it is not impossible for a central broadcasting station to broadcast news to be picked up and printed in the homes on automatic printing machines. Why should carrier boys trudge streets when electricity may do the job more efficiently?

Will there not come great refinements in the automatic printers? The time may come when during the night a radio machine working silently in the living room downstairs will receive, put in type, bind and fold and lay on the center table the morning newspaper for Dad to pick up and read, much to Mother's disgust, at the breakfast table.

Newspapers will continue in name. There will always be differing viewpoints to express, differing tastes to cater to. Certainly centuries will be required to kill the reading habit, if it can be killed.

But instead of pressrooms and delivery rooms, newspapers will be equipped with a radio receiving and broadcastin tion. The news service will wire the foreign news and the editor arrange it with the local news order in which they want it set the home printed newspaper. Th sational paper will continue to spe on murders. They may have bigge on their automatic printers in the The tabloids will be first to set best pictures by radio to be prin the living rooms of their readers

Duties of the future circulatic partment will be to maintain the printing machines; to keep them i order; to see that they do not run paper or ink; to collect the monthly and to run promotion stunts to prove to the people of the town th printer machine operated by their is the latest and best.

Advertising departments will much easier than they do today t vince the advertisers that their go into the home.

But it need not be all home circu Stands may be equipped with the matic printer for the convenience future subway, or will it be a commuters.

The basic invention which will this revolutionary development pos already here. As stated before, matic printers are now easily opera wireless, and Mr. Garges recalle Donald Murray, a British inventc dressing the Institute of Electric gineering in London in 1925, pr the establishment of a system of s printers operated in the same man the telephone exchange with hoi stallations. The British post offic Garges said, took the proposal se and is investigating its possibilitie

Mr. Garges repeated his first tion. "Nothing is impossible."

There assuredly is food in the set one dreaming. The change have come about in the lifetime Garges, for instance.

Mr. Garges reviewed some of changes, reminiscencing about days ed in press association history, wh himself has experienced, and exp the A. P. communications policy.

For EDITOR & PUBLISHER, he pr an "Outline of Modern Communi History," published in this issue first time.

Mr. Garges is now doing specia for the Associated Press with th of executive assistant. He wa moted to this new position early in ary from the post of traffic supe dent. Mr. Garges began his caree the Associated Press in March, 1 telegraph operator in St. Paul, After 12 years at the key, he was ferred to the news department, r ing as St. Paul correspondent unti Then he was assigned to the tra partment in Chicago, becoming th divisional traffic chief in 1912. I he came to New York as acting chief, while Kent Cooper, the general manager, than holding the post, was in South America. H made traffic superintendent in 192

WHAT A. P. MEANS TO ME

By HERBERT BAYARD SWOPE
Executive Editor, *New York World*



THE Associated Press means to me accuracy, speed and comprehensiveness in news reports, especially when the reports deal with tangibles, such as accidents, murders, conventions, battles and such occurrences. To any news man the A. P. means a sense of comfort, for it is not often beaten. I do not ask for brilliancy in the A. P. service; I do not seek color in its reports. In fact, in those papers maintaining special staffage in important centres, these qualities, advantageous in other reporters, become a drawback in A. P. men, but that opinion is based upon specialized needs and probably is not general.

I respect the A. P. for its honesty. I admire the A. P. for its decency. I have an affection for the A. P. for the part it plays each day in helping us here at *The World* in our effort to get out a good paper.

I have occasionally disagreed with the A. P. but always it has been an honest disagreement in which my criticism ran against errors of the head, not of the heart.

I rather expect to continue to find myself, now and then, in disagreement with the institution, for in argument lies improvement, and if you have complete agreement you are apt to have complete inertia.

OREGON DAILY INCORPORA

The *Morning Astorian*, which h published for many years at Astori has filed articles of incorporation incorporators are: J. S. Dellinger trude S. Dellinger and M. Hubler.

NOYES AND DIRECTORS H

Y. Iwanaga, managing direct Nippon Shimbun Rengo, the Ass Press of Japan, and J. F. B. Li general manager of the Canadian were honor guests April 22 at a given by Frank B. Noyes presid the Associated Press, and the bo directors, in New York. About 2 present.

The New York Times six months' gain greatest—23,525 copies

THE NEW YORK TIMES, first in quality of circulation, made a greater gain in net paid sale in the six months' period ended March 31, 1927, compared with the six months ended September 30, 1926, than any other standard sized New York newspaper, morning or evening.

This latest six months' period showed strongly the increasing preference of intelligent, thinking readers for The Times in New York City and suburbs.

CIRCULATION OF NEW YORK MORNING NEWSPAPERS OF STANDARD SIZE—AVERAGE DAILY AND SUNDAY

	Six months ended March 31, 1927
The New York Times	414,990
Second newspaper	343,247
Third newspaper	336,280
Fourth newspaper	300,610

The increased net paid sale of The New York Times is the most important circulation trend in the newspaper quality field.

The New York Times.

First *in* Advertising Volume *and* Character *in the* First Market.

"DATA ERA" HAS SWELLED NATIONAL LINAGE

Growth in Advertising Volume Has Paralleled Development of Local Market Information Upon Whi Advertisers Can Base Selling Drives, Ad Bureau Director Declares

By WILLIAM A. THOMSON
Director, Bureau of Advertising, A. N. P. A.

MARKET information and newspaper national advertising have "grown up" together.

Fourteen years ago, when we organized the Bureau of Advertising, there was an annual investment of about $50,000,000 in newspaper national advertising and market data was a new term used chiefly to ornament advertising conversation. The latter statement will not seem so strange when you remember those were the days of circulation wars—before the coming of the A. B. C. Well I remember the unction with which I wrote a page ad for the newspaper employing me in 1912 offering to pay $5,000 to any charity provided one of our competitors would prove it was not a circulation liar!

Last year, newspapers printed about $235,000,000 worth of national advertising, topping all previous records. This vast volume has grown steadily year by year with few interruptions and its development has gone hand in hand with the evolution of merchandising research as we know it today.

The Bureau of Advertising voiced a belief early in its career that newspaper advertising would grow as newspapers were able to interpret their medium to advertisers in terms of sales opportunities. Advertising on "general principles" was all very well when there were only a few hundred advertisers in the field. But competition and the steadily rising cost of doing business forced advertisers to aim at well-defined goals through their advertising and to look for equally tangible results.

The magazine field was quicker to meet the new order of things—the coming of the "data era"—than was the newspaper industry. This was to be expected for many reasons, chief among which was self protection. Magazine circulation needed interpretation from two standpoints in the light of matters which began to concern analytical advertisers. First, where did the circulation go? What coverage of desired markets did it promise? As a result each successful magazine organization today has a well-equipped research department turning out exhaustive studies of the market location and the buying power of its readers.

With a number of notable exceptions, newspapers looked askance at the earlier demands of advertisers for information. This also was to be expected since the newspaper was essentially a local medium, deriving comparatively little of its revenue from the national field and somewhat obviously covering a well defined territory.

The reasonableness of audited circulations was accepted with comparative promptness. That matter being cleared up by the A. B. C. and the time-destroying battles over circulation claims having been removed from the field, many newspapers balked at further service for advertisers. One reason for this was the inability of many advertisers to tell newspapers just what they wanted. The word "co-operation" came into general use among advertisers who wanted something from publishers but were not just sure what. Therefore many of them asked everything they could think of from listing the grocers in the city to writing letters of endorsement of new products at the expense of better established ones. At any gathering of newspaper men, the quickest way to start a hot debate was to mention the word "co-operation." Miles of speeches and special articles were written about it in vain endeavors to define what the advertiser should expect and the publisher should give. The final answer usually was, "You'll have to figure it out for yourself."

While "co-operation" is still discussed and is not yet fully defined, advertisers have come a long way toward knowing what they want in the way of information and newspapers have made similar strides in accepting the idea and meeting it with valuable data.

The feeling that a newspaper has something more to offer the advertiser than advertising space, that, from the standpoint of the advertiser, it covers a



William A. Thomson

market as well as a certain number of readers, has been rather generally accepted. Many newspapers have met the advertiser more than half way by establishing service departments and by breaking down the field covered by their circulation into data upon which the advertiser can readily base a selling campaign. In virtually every trading territory information of this kind is available through newspaper sources. As the need for this kind of co-operation has grown and as the knowledge that it is available has been brought before advertisers, newspapers have built on a solid foundation the great structure of national business which makes our medium the leader in that field just as it always has been the leader in the local field.

The Bureau of Advertising has never attempted to interfere with the policies of individual newspapers in this matter of furnishing market information. It has long since recognized, however, the importance of such service to the newspaper as well as to the national advertiser and its own energies have been directed toward studies that will help make newspaper advertising pay. With the aid of its members it has undertaken many national or sectional surveys of industries and laid the findings impartially before advertisers.

These surveys have paid the newspapers many times over and we have had constant evidence to that effect. I remember one occasion after the automobile tire industry had gone through a severe shake-up we were asked to "count the unsold tires" in the possession of dealers throughout the country. An inquiry by telegraph followed and within a brief period we had data upon which several tire companies were willing to release schedules of newspaper advertising, finding indubitable evidence that it was time to resume active operations after the slump.

Advertising owes much of the serious consideration which has been given to it by economists to this growing habit of advertising men of interpreting their mediums through market information.

The Government has caught the spirit of the times in advertising and through the Department of Commerce is doing valuable work to further the present day desire for facts. The recent "Atlas of Wholesale Grocery Territories," published by the Domestic Commerce Division of the Department of Commerce, is a notable contribution to modern studies. The purpose of this atlas is best defined by the following excerpt from the introduction to the volume:

"The Atlas is an attempt to define the trading areas of the more important centers of wholesale grocery distribution and to measure approximately the potentialities of these markets on the basis of the number of retail grocery outlets and the population served. State lines, as matter of convenience, have served in the past to set apart particular sections for commercial research. This convenience has come primarily from habitual of Federal census data from which legal prescriptions have been collected and compiled by political divisions. There is left to the student of distribution a choice between a comparatively small number of arbitrary State divisions and the extremely large number of county divisions.

"The physical features, lakes, rivers, and mountains, which were early accepted as convenient State boundaries, have exerted a far-reaching influence on the commercial map of the country. The inland water routes which played such a large part in opening up the West at an early date dictated the location of the present railway centers, with the result that many of the major distribution points today are actually situated on the State boundaries serving advantageously portions of two or more States.

"Moving from this consideration the present study has been planned to replace the arbitrary State divisions with commercial units based on the size of the various distribution centers, particular trade practices, and transportation facilities."

In the foreword to this volume, Julius Klein, Director of the Bureau of Foreign and Domestic Commerce says:

"It was further found that there exists, at least in the Northeastern States, a high degree of correlation between the wholesale territories and newspaper circulation."

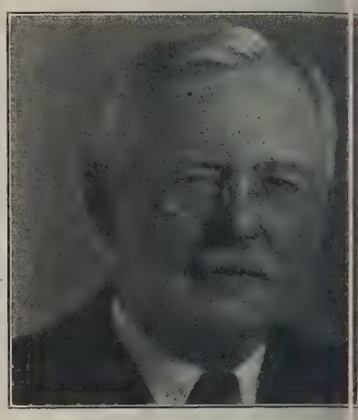
The National Distribution Conference held at Washington in its report of Committee III, made the following statement:

"One obvious type of waste is that which arises from a lack of accurate and complete information or from the exercise of poor judgment, with respect to markets. Such waste results from unduly aggressive selling of advertising, inadequate study of markets, and imperfect co-ordination of advertising with other selling activities. Waste of this kind probably never will be entirely eliminated but as knowledge of the markets and media improves it can be expected to decrease."

It is evident that the growth of newspaper advertising will continue to parallel the development of market data. The business of advertising has stepped in long and rapid strides during the past decade. Not so long ago, advertising men were asserting that advertising would never be an exact "science", it was a matter of "selling blue-sky." However far advertising may have gone in the direction of scientific principals, one thing is certain—the modern application of successful advertising rests on ascertainable facts. "How to advertise" may remain something of a matter of opinion. But the question "where to advertise" is, more and more, determined by figures. That is why the many factors in advertising that are devoting s ous effort to market study are becom increasingly vital.

WHAT A. P. MEANS TO ME

By Walter S. Dickey
Editor Kansas City Journal-Post



Walter S. Dickey

MANIFEST value of Associated P membership lies in the reliabilit news gathered and disseminated an the apparent good intent in reporting tional and foreign news without colo bias. This is made possible not only cause of the extensive and efficient ganization which has been built u past and present managements, but very largely because of the unquestio character, integrity and reputation of men instrumental in building the org zation and those who have acted and acting as directors.

The keynote of the Associated Pre universally known to be "Truth," and same high standard most noticeabl the men who have accepted servic directors should be jealously guarded continued in the future, particularly the board is vested with such ge powers.

PUNCH WINS DAMAGES

Court Assesses Heavy Damages o Rire, Paris, for Reproductions

(*Special to* EDITOR & PUBLISHER

LONDON, April 9.—The famous Br humorous weekly *Punch* has success sued *Le Rire,* of Paris, for reprod drawings in Punch, and has awarded 5,000 francs damages, plus francs damages to each artist w drawings have been reproduced in Rire, in addition to a fine of 50 f for each reproduction.

Punch recently requested Le Rir cease making these reproductions o grounds that they were so small they did not do justice to the artists Rire continued to reproduce the draw and when the case was heard in on March 30, pleaded the right of tistic quotation," but it was success argued for Punch that such right applied to anthologies, scientific w and books of reference. Punch bro the case primarily to affirm the ciple.

ADVERTISING BILL SIGNED

Governor Brewster of Maine rec signed the bill appropriating $50,0 year for the next two years for M publicity. The money will be handl a newly created Maine Develop Commission, and will be spent in n papers and magazines, and for boo according to present plans.



FORKED ROADS, SIGNS AND POSTS

However you travel, whatever your goal, you usually choose the shortest route to your destination.

In following this route, you watch for the road markers, the signs and the posts that silently guide the way.

It is the same with judicious advertisers who are headed for the top in Buffalo . . . following the path of THE BUFFALO TIMES, the quickest route, plainly marked and no detours.

Local advertisers use the speediest route and have heavily marked the path of THE TIMES with the signs of their choice . . . a preference that is consistent, year upon year.

It is the National Advertiser who comes upon forked roads but if he wisely follows the trail of the local merchant he will avoid unnecessary delay.

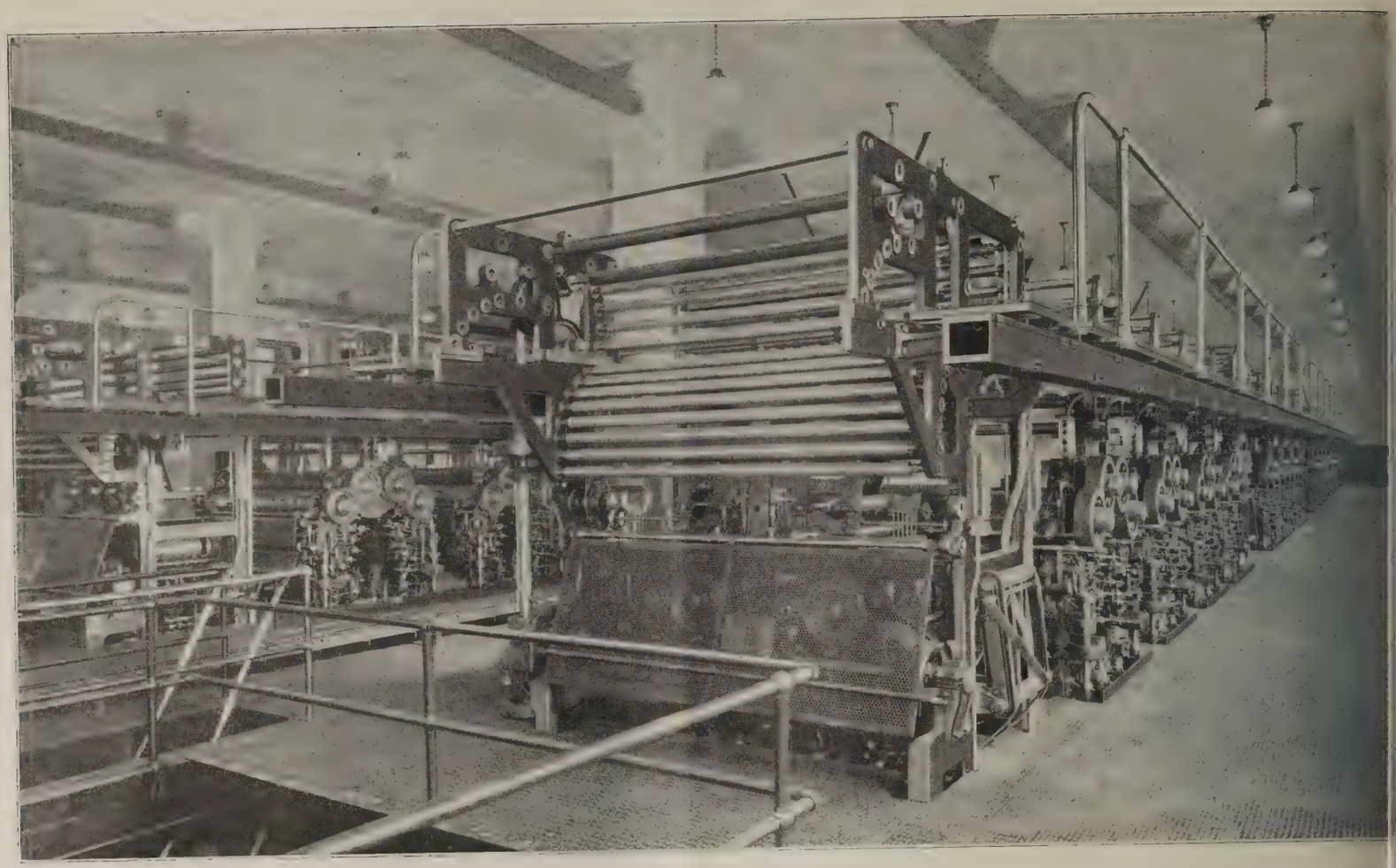
THE BUFFALO TIMES

Evening over 116,000

BUFFALO, N. Y.

Sunday over 135,000

VERREE & CONKLIN, Inc.
National Representatives
NEW YORK—CHICAGO—DETROIT—SAN FRANCISCO



A close-up of GOSS PRESSES in the new $2,250,000 Brooklyn plant of THE NEWS which undoubtedly will be a mecca for visiting publishers.

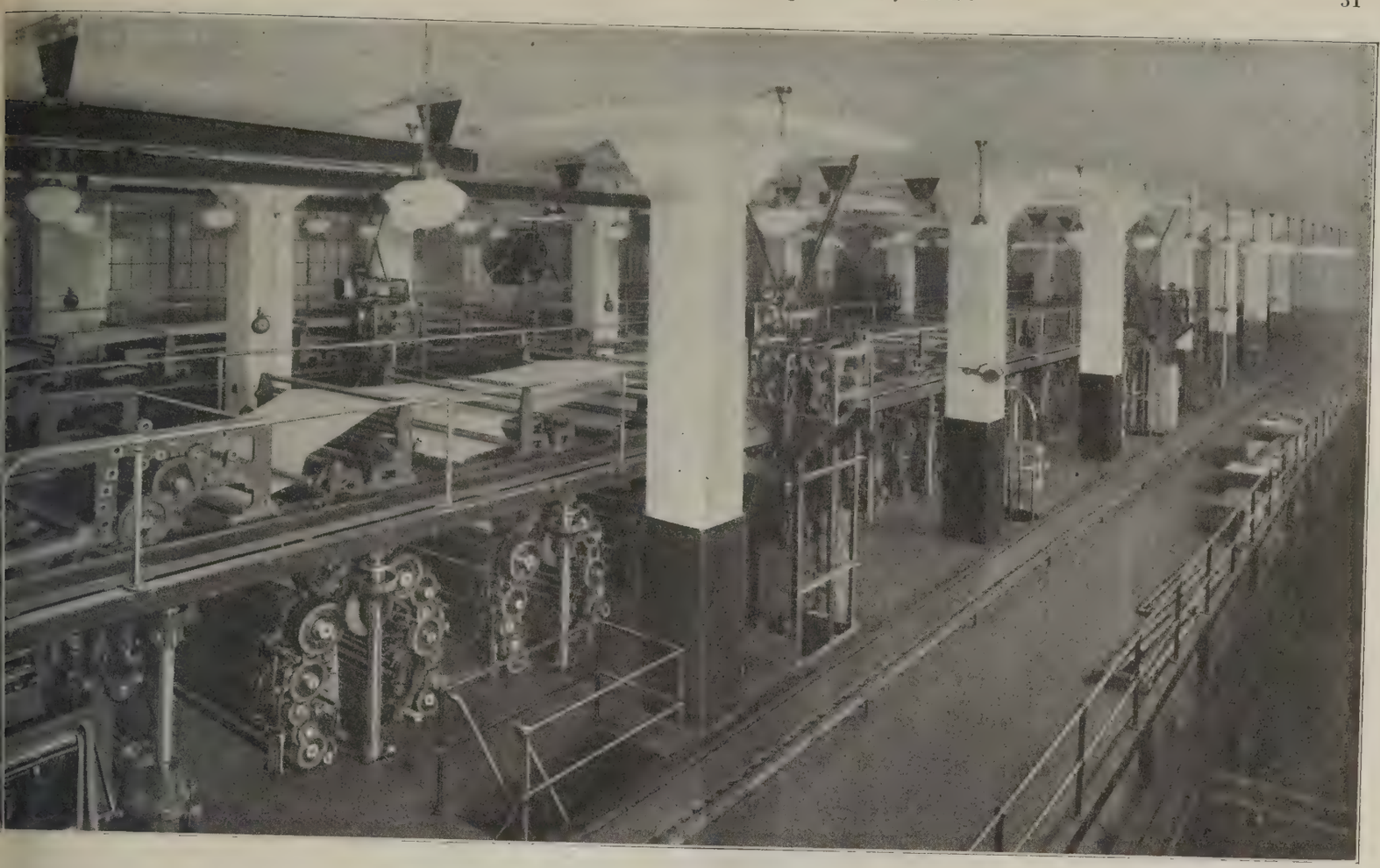
The News *New Yorks* Picture Newspaper now sells *more than* a million copies *every day*

—and every copy is printed

by Goss High Speed Low Construction Press Units and folded by Goss Folders

GOSS

Choice of Successful Publishers Everywhere



A vista of the GOSS PRESSES n the new $2,250,000 Brooklyn plant of THE NEWS. Visitors will obtain this view from operating balcony.

New Brooklyn Plant has 30 Goss Press Units

More than half a million copies of THE NEWS now are printed each day in the new Brooklyn plant, by 30 Goss High Speed Low Construction Press Units equipped with ten pairs of Goss Imperial Folders. Foundations are ready for 15 more press units. The remainder of the "more than a million copies" come from the New York City plant, with its 24 Goss High Speed Low Construction Press Units and 8 pairs of Goss Imperial Folders.

HE GOSS PRINTING PRESS CO.

Main Office and Factories, CHICAGO, ILL.

NEW YORK OFFICE
220 West Forty-Second St.

SAN FRANCISCO OFFICE
646 Call Building

The Goss Printing Press Company of England, Ltd., London
Messrs. Edwards Dunlop Company, Ltd., Sydney, Sole Agent for Australia

GOSS
STRAIGHT LINE
GOSS HIGH SPEED

Choice of Successful Publishers Everywhere

STIRRING SCENES AT A. N. P. A. WAR MEETING

Urgent Pleas of Allies for Money and Men Heard by Publishers in Spring of 1917—Burton Suggeste War Spirit in Advertising—Newsprint Rates Chief Business Topic

By ARTHUR ROBB

MANY curious currents of emotion found their vortex in the Waldorf-Astoria ten years ago when the newspaper editors and publishers of the nation assembled in New York for their 1917 conventions.

War had just been declared upon Germany.

The selective draft was a question tossed in every direction by the waves of tradition, prejudice and propaganda.

Censorship of the press was being considered and advocated by many in high military places as a necessary war measure.

Print paper had taken the first stages of the price ascension that was to carry it to fabulous heights three years later.

The question of government advertising in newspapers had just been brought to the top by the announcement of the first Liberty Loan, and aggressive spokesmen of newspaper advertising gave indignant interviews of the strength of the report that Secretary McAdoo had decided that the government could not use paid newspaper space.

The first of the Allied Generals and civil leaders had just arrived in New York, and their brilliant uniforms and rank on rank of colored ribbons added their touch to surroundings already resplendent with the banners of the Allied Nations. The newspaper publishers were among the first to receive the desperate plea of the Allies for money and for food, but most of all for men on the western front, and to these meetings may be traced America's first general realization that Uncle Sam was going to fight with more personal weapons than the pocketbook.

The publishers apparently were ready for such a message, for Frank B. Noyes, presiding at the Associated Press luncheon, opened his annual address by exclaiming:

"Thank God the long restraint of neutrality is at an end. For years we have not been able to express that which was tearing at our hearts. The time has come to tell just what we feel and the red blood of America demands that we not only speak, but act."

Similar sentiments were expressed with even more force by the speakers at the annual luncheon—Joseph H. Choate and Judge Peter S. Grosscup, and the Board of Directors in executive session had adopted resolutions that "in the crisis now confronting the country, it is not inappropriate to say that it will be the purpose of the Associated Press to bear in mind at all times that the responsibility we have as citizens must overshadow any responsibility as newsgatherers, and that it is both our privilege and our duty to contribute as fully as we have power to the aid of the national authorities in the trying hours before us." Major Gen. Leonard Wood, in full field uniform, sat at the right of Melville E. Stone, the central figure at the long guest table. President Wilson, in a telegram to Mr. Stone, expressed regrets that the pressing duties of a war-time President prevented his attendance at the luncheon.

War was the predominant topic also at the second informal function of the week—the annual luncheon of the Bureau of Advertising of the A. N. P. A., at which Pomeroy Burton, whose achievements for the British Empire as managing director of Northcliffe's *London Daily Mail* were later to win a knighthood for him, described Great Britain's many uses of advertising to promote the conduct of the war. His prescriptions for America's budding war spirit may be of interest even through the haze of a decade:

"Advertisers now have it in their power to create an immense amount of patriotic sentiment. They should ask all of their clients to devote 10 per cent of their contract space to strictly war purposes. In the war space thus surrendered by advertisers should be printed day after day and week after week patriotic appeals to the people calculated to stimulate their war spirit and increase their war-usefulness. In addition to this, advertisers should be induced to write their copy in a patriotic strain, making the war spirit, so far as possible, run through all their advertisements. For instance:

"HIS MASTER'S VOICE"
Is the Call of Uncle Sam

BEECHNUT BACON
Tastes Best in the Trenches and in the Mess Room

Ammunition and Food on
KELLY TRUCKS
Will Always Reach Their Destination

On Every Battlefield, Every Ship
PRESTOLITE
Batteries Hold Their Grip

"In other words, keep the war spirit there first, last and all the time; put patriotic injunctions and war-reminders on the wrappers, the boxes, the cardboard cases, and all the rest of the sidelines which reach the public—this, in addition to the main channels of newspaper advertising."

Mr. Burton went on to outline how this form of Anglo-Saxon experience could be applied to every branch of the country's war endeavor and may possibly therefore bear some of the blame for the queer forms that schrecklichheit later assumed on the North American front. Many of the ideas he voiced at this luncheon later became part of the war advertising program of the United States.

The annual banquet of the A. N. P. A., which died peacefully shortly after the Volstead law became effective, was a function in 1917 which sent the warm blood of youth coursing through the veins of gray-headed newspaper men as they heard spokesmen for the Allies narrate the poignant needs of their nations for all the help of every kind that America could give—money, food, guns, shell, but most of all, men. The speakers were James W. Gerard, who had just returned from a more or less turbulent career as Ambassador at Berlin; Major Gen. Leonard Wood; Mayor Mitchel; Major Gen. G. T. M. Bridges, of the British Mission, who represented Arthur Balfour before the publishers, and Irvin Cobb, whose wit, delivered long after midnight had struck, somewhat relieved the high tension created by the kindling addresses of the previous speakers. Job Hedges was toastmaster, receiving the gavel from Hopewell L. Rogers, then business manager of the *Chicago Daily News*, and ending his first term as president of the A. N. P. A.

Business sessions of the A. N. P. A. were occupied largely with impassioned discussions of the rising price of newsprint paper. A year previously several paper manufacturers had been indicted for conspiracy to limit competition, and the Federal Trade Commission, under the leadership of the late W. B. Colver, a new commissioner, had summarily ordered that the price of newsprint paper be reduced to $50 a ton. In the previous two years it had advanced from $38 or $40 to $60 to $70, and the price basis had been arbitrarily changed by the manufacturers from sidewalk delivery to f. o. b. mill.

A. G. McIntyre, retained as the special representative of the paper committee, presented a long report with a variety of charts proving to the satisfaction of publishers that newsprint paper could be manufactured for a much lower price than that indicated by the contract rat to newspapers. Debate was warm ov whether the Association should appro the grant by Congress to the Fede Trade Commission of the right to newsprint prices, Col. R. R. McCormic of the *Chicago Tribune*, holding th such a grant in Canada had stopped t building of paper mills, "destroyed t freedom of government and the freedc of the press."

The most interesting side-product the paper discussion was adoption of resolution proposed by Gen. Felix Ang then publisher of the *Baltimore Americ and Star*, to the effect that "no da newspaper should be sold for less th two cents a copy."

President Rogers in an interview w EDITOR & PUBLISHER following his election, issued a warning which in t light of events was prophetic:

"Speaking as a newspaper publish my advice to the members of my pr fession is, Go home with the wc ECONOMY written at the top of yc schedule. If you have forced econom in the past, redouble your efforts nc Take no chances in the face of this estimable peril. Act now!

"An analogy, even if faint in compa son, may be drawn between present pr pects and those which the A. N. P. foresaw and warned members of a y ago as regards white paper. The wa ing went out clearly enough. I wo say that less than one in ten publish at once heeded it. It was not until high price struck them personally-t many were aroused.

"The fact that the present attenda at the A. N. P. A. annual meeting within three of the total membership the A. N. P. A. a year ago shows h thoroughly the publishers have been pressed and how great is the movem to consolidate in this body for the prot tion of all.

"We may all like to believe that next year will not seriously discomm us, but what we must assume is that are to be torn by a terrible war, with of the suffering and ruin that war ent and prepare accordingly."

In the fourth annual report of the reau of Advertising, Director William Thomson set forth that the amount national advertising in daily newspa had increased $20,000,000 during the y 1916, bringing the total national vol for the year in newspapers to $75,000, or a 50 per cent increase during the t years of the Bureau's operations. magazine gain for the year 1916, it pointed out with an air of restrained umph, had been only $9,000,000. The look for 1917, on the basis of gen gains during the first three months, declared to be excellent.

Free publicity was a subject of gen discussion at the A. N. P. A. meet the prevailing opinion apparently b that almost all of the press agents taken to selling bonds, driving trucks even farming—at any rate, everybod a position to know believed that gra of newspaper space for products should be advertised was thorou absolutely, quite dead. There's a tho for today!



"TO MAKE THE WORLD SAFE FOR DEMOCRACY."
(*Cartoon reproduced from* EDITOR & PUBLISHER *convention number ten years ago*)

NEWSPRINT IMPORTS INCREA

During the first two months of 22,523 tons of newsprint were imp from Europe as against 16,000 tons ing the same period in 1926, accor to Department of Commerce rep During February, European im amounted to 8,547 tons.

TYPE FOUNDERS PROFIT

For the six months ended Feb. 28 net profit of the American Type F ders Company is estimated at $62 after all charges and taxes, as comp with $610,000 in the corresponding pe last year.

A Record Unsurpassed

	Years Represented by E. Katz Special Advertising Agency
Hutchinson News-Herald	29
Erie Times	27
Joplin Globe & News-Herald	27
Jacksonville Journal	26
Lexington Leader	26
Oklahoma City Oklahoman & Times	24
Ansonia Sentinel	23
Cheyenne Tribune & Leader	16
Shreveport Journal	16
Montreal La Patrie	14
Huntington Advertiser	10
Ardmore Ardmoreite	10
Wichita Falls Times	9
Asheville Citizen	9
Colorado Springs Gazette & Telegraph	7
Butte Post	7
Massillon Independent	7
Okmulgee Times & Democrat	7
Wichita Beacon	5
Coffeyville Journal	5
Paducah News-Democrat	5
Durham Herald	5
Bluefield Telegraph & Sunset News	5
Honolulu Advertiser	4
St. Joseph Gazette	4
Ashland Independent	3
Reading Times	3
Sterling Advocate	3
Pensacola Journal & News	3
Arkansas City Traveler	3
El Dorado Times	3
Emporia Gazette	3
Parsons Sun	2
Salina Journal	2
Blackwell Tribune & News	2
Pittsburg Sun	2
West Palm Beach Times	2
Ottawa Herald	2
Monroe News-Star	2
Manhattan Chronicle-Mercury	10 months
Lima Star	10 "
Fort Smith Journal	8 "
Independence Reporter	7 "

From any of these publishers you can get the reasons for this record.
At our own offices you can ascertain our business-getting methods.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

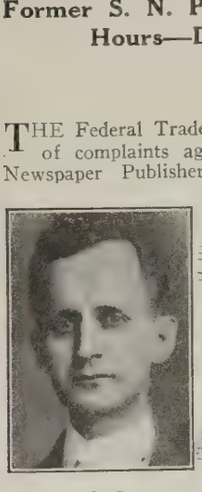
58 WEST 40th STREET (between 5th & 6th Avenues) NEW YORK CITY

NEW YORK	DETROIT	KANSAS CITY
CHICAGO	ATLANTA	SAN FRANCISCO

ADJOURN TRADE COMMISSION HEARING FOLLOWING W. C. JOHNSON'S TESTIMONY

Former S. N. P. A. President on Stand Five and One-Half Hours—Denies Any Agreement Made Between Publishers and Agencies

THE Federal Trade Commission hearing of complaints against the Southern Newspaper Publishers Association and other organizations closed in Chattanooga, Friday, April 15, with testimony of Walter C. Johnson.



WALTER C. JOHNSON

Adjournment was decided upon following an agreement that the proposed Chicago hearing would not follow the Chattanooga hearing because of the close proximity of the Associated Press and A. N. P. A. meetings in New York. Examiner John W. Addison, representing the Federal Trade Commission adjourned the hearing with the understanding there would probably not be any held during the summer months. It was also the general impression that attorneys for the Federal Trade Commission will close their case with another hearing in New York after which the defendants will introduce their testimony.

It was the concensus among the publishers represented that their case was in very satisfactory shape.

Following a recess all day Thursday, April 14, Walter C. Johnson, general manager of *Chattanooga* (Tenn.) *News*, former president and secretary of the S. N. P. A., was on stand Friday for five and a half hours. He not only testified as a former officer of the S. N. P. A., but as a publisher of a newspaper. He stated emphatically there was no conspiracy between the S. N. P. A. and other organizations or between independent publishers and members of the advertising agency organization.

Mr. Johnson's long connection with the S. N. P. A. and his familarity with the subject, combined with the fact he had been in direct touch with local and national advertising enabled him to bring out a number of things not introduced.

There was a great deal of correspondence introduced in the hearing that passed between Mr. Johnson, and members of the S. N. P. A. and with executive officers of other publishers' associations, as well as advertising agents.

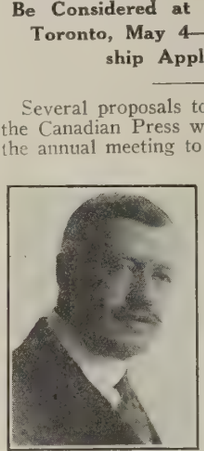
Mr. Johnson brought out the fact that he had grown up in the newspaper business and displayed keen knowledge not only of the relations between the publishers, advertisers, and agents, but even back to the early days of advertising agents and special representatives, pointing out that a much improved standard prevailed today.

Throughout the hearing the position was maintained by the defense than an advertising agency does not buy space any cheaper than the advertiser does, that the publisher will sell his space at the same rate to the advertiser whether he orders direct or through an agent. It was pointed out that the agent gets a commission for a valuable and important service rendered to the advertiser as well as to the publisher, and that somebody has to pay him for that service. The publisher does it because it is to his advantage to have the advertiser be more effective and successful. The publishers further contended that both the advertiser and the publisher get a service from the agent.

CANADIAN PRESS MAY CHANGE BY-LAWS

Several Proposals to Amend Rules to Be Considered at Annual Meet in Toronto, May 4—Two Membership Applications

Several proposals to amend by-laws of the Canadian Press will be considered at the annual meeting to be held in Toronto at the King Edward Hotel, May 4.



J. H. WOODS

The proposals concern regulations regarding membership in the association, which is a co-operative news organization similar to the Associated Press, and a change in the section safeguarding the news report, stipulating that members should not furnish news to any other press association.

The *Hamilton* (Ont.) *Herald*, an evening number, has applied for a morning membership. The *Charlottetown* (P. E. I.) *Evening Patriot*, has applied for resumption of its membership. The convention will act on these applications.

J. F. B. Livesay, who is secretary and general manager of the Canadian Press, attended the meeting of the Associated Press board of directors in New York this week. J. H. Woods, managing director of the *Calgary* (Alta.) *Herald*, is president of the association.

Other officers are E. H. Macklin, president and general manager of the *Winnipeg* (Man.) *Free Press*, honorary president; John Scott, managing editor of the *Montreal* (Que.) *Gazette*, first vice-president; F. B. Ellis, president and editor of the *St. John* (N. B.) *Globe*, second vice-president.

WHAT A. P. MEANS TO ME

By Robert Lincoln O'Brien, Editor Boston Herald



WITH photographic accuracy, and with the skill of the talented picture-maker, the Associated Press brings to us each day a recital of the events of the world, not only among the seats of the mighty, but in the broad highway of the world's multitude. It is an impressive service which this great news-gathering organization, co-operatively maintained, performs for the newspapers of America, and as an institution it is proving one of the triumphs of our remarkable age.

INDIANAPOLIS TRIBUNE PLANNED FOR JUNE

Equipment Ordered by Don O. Robert President, for 32-Page Six-Day Evening Paper

INDIANAPOLIS, Ind., April 19.—Preliminary plans for the establishment of the *Indianapolis Tribune* were made public today after the city had been plastered for two months with posters proclaiming "Watch for the Indianapolis Tribune." The new paper, which will be a six-day evening daily, will begin publication between the 1st and 15th of June, according to Don O. Roberts, assistant city attorney and president of the company.

The new paper, according to Mr. Roberts, will have its plant in the Century building at the corner of Pennsylvania and Maryland streets. A complete line of new equipment has been contracted for, Mr. Roberts said, including one Hoe 32-page straight line press, 11 Linotypes three Monotypes and a full line of stereotyping and composing room equipment. Mr. Roberts said there will be at least three editions daily and perhaps four.

Other officers of the new Tribune Publishing Company are Benjamin Pigman vice-president and mechanical superintendent, formerly of the *Indianapolis Times*, and William C. Buser, secretary-treasurer, present city controller and brother-in-law of Mayor Duvall. Mr. Roberts refused to divulge the names of any of the staff outside Mr. Pigman

The Wichita Daily Eagle

ITA TO HAVE NEW

Now Set In

TRADE LINOTYPE MARK

Ionic No. 5

254,962

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

March, 1927

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of March, 1927, was 200,117.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

New England's Second Largest Market

Providence Payrolls

Payroll checks on Providence Clearing House banks during 1926 amounted to $134,651,000, an average of more than $11,220,000 per month. These figures are for Providence banks only and do not include branches in other cities. (Figures furnished by Brown Bureau of Business Research.) These figures do not include salaries or wages paid by individual check or direct from cash drawers.

Providence is the trading center of Rhode Island. Three-fourths of the State's population live within a fifteen-mile radius of this city.

The Providence Journal

and

The Evening Bulletin

with a combined circulation of more than 108,000 cover Providence thoroughly and go into the great majority of English speaking homes in the state. They offer advertisers adequate coverage of the prosperous Rhode Island market at a minimum cost.

Providence Journal Company

Providence, R. I.

Representatives

CHAS. H. EDDY COMPANY — Chicago New York Boston

R. J. BIDWELL COMPANY — Los Angeles San Francisco Seattle

Now, You Ask One!

1) What is the world's largest and greatest newspaper feature service?

2) What was the first agency to distribute these intelligence tests and make them a national fad?

3) What firm uses more dry mats than any other concern in the world?

4) What blanket service is the only one maintaining its own producing plants in New York, Cleveland and San Francisco?

5) What agency has scored nation-wide newspicture scoops on every championship prizefight in the last ten years?

6) What service furnishes an editor with everything he needs beyond local news and wire report?

7) Who issues eight comics by eight **different** artists in a four-page section at a cost below the usual comic section?

8) What was the first firm to offer "service beyond service" in local art and engraving for its clients?

9) What service has a fiction editor and a staff of top-notch writers to create special newspaper serials?

10) Who will be the old standby at the same old stand at the A. N. P. A. convention?

(For Answers, See Page 41)

"DON'T WASTE YOUR TIME WAITING FOR SKYSCRAPERS TO FALL"

This Is the Advice of the N. Y. Evening World's Funny Man—"They Are Weighted Down with Mortgages," He Tells Visiting Editors—Things Worth Watching

By BIDE DUDLEY

(Dramatic columnist, critic and humorist of the New York Evening World.)

THE editor of EDITOR & PUBLISHER has just phoned me with a request that I write a story about "Good Plays for Visiting Newspaper Men to see while in New York." He has said he wants it in a hurry, so here I sit before my old hop, skip and jump portable mill eager to get the tale written. But there's a bit of an obstacle in my path. Mrs. Dudley is in the next room insisting that Brownie, aged seven, and the very spit of his handsome dad, has a boil. While I, of course am not in any way responsible for the presence of the boil, I'll have to hurry through this job in order to see that said gathering on the neck is received and entertained with the hospitality for which the Dudleys have long been noted. So brace your feet, dear reader; I'm going to step on it.



BIDE DUDLEY

If I were a visiting newspaper man in New York, I believe I'd spend my evenings going to the theatres. The Metropolis, of course, has numerous high buildings, but it is a mere waste of time standing around to see if they're going to topple over. Most of them are erected on firm foundations and so weighted down with mortgages that they are in no danger of collapsing. So don't waste your time on them, boys.

Then I realize, too, that it is fun to linger on the busy streets until way into the night, counting the automobiles that pass. However, this sport palls even on a visitor after he has seen about 10,000 go by. Hence I cannot recommend autocounting as a source of any extraordinary amount of fun for the visitor in New York.

And now we come to the subject of fires. One may, of course, expect a reasonable number of blazes to go to, during a week or ten days here, but the firemen are so schooled in their work that frequently a flare-up is extinguished before the breathless visitor can get near it.

Of hold-ups and gang fights we have a few, but these simply cannot be relied on to occur at moments when visitors are near, and it is extremely difficult to have them pre-arranged because of the paucity of space in our public hospitals and morgues.

Looking the Ladies over on Fifth Avenue and Broadway is a genuine delight for lonely male newspaper visitors, but here of late the competition our flapper lanes have been up against, as regards other communities, has become so pronounced that, unless a visitor is from the depths of the backwoods, a shapely calf is apt to give him but scant thrill. Chinatown is good to see, of course, and I understand several real Chinamen are to be there during the visit of the newspaper men. But after all, what novelty is there in a view of a real Chinaman for a visitor who has traveled?

So, summing the situation all up, I am of the opinion that the theatres offer the greatest amount of enjoyment for the visiting journalists, with the speakeasies and night clubs to follow, in case a fellow feels like gazing on a radiant Guinan, or a fox-trotting revenue officer. And now, as to what to see—

Well, there is a snappy musical comedy, based on the subject of Prohibition and full of keen satire, up at the Cosmopolitan Theatre. When I wrote the book of this delightful piece I hit on the name of "Bye, Bye, Bonnie" and it stuck. I have no real object in mentioning this play, except possibly to give my visiting friends a chance to revel in enjoyment and to assist me in paying for the treatment of that visiting boil. So I won't say a thing about my own hit, "Bye, Bye, Bonnie."

Broadway which means the theatrical district—has numerous other musical pieces worth viewing. For instance, if one desires to gaze on rather a shapely feminine limb, or two, George White's "Scandals," or Earl Carroll's "Vanities" might satisfy the eye. True Mr. Carroll would not be present to welcome the visitor to "Vanities," but the box office man is a delightful host. Then, if one cared to walk with Ziegfeld into the realm of "glorified girls," "Rio Rita," at the Ziegfeld Theatre will serve the purpose. For plain tom-foolery I can recommend Leon Errol, in "Yours Truly," and for blonde beauty there is Mary Eaton, cavorting about in "Lucky." A happy evening may be spent, too, at the Imperial Theatre where "Oh Kay!" is the bill of fare.

If one desires a touch of "Irish eyes and song" let him speed to the Knickerbocker where Eddie Dowling is offering "Honeymoon Lane." For the futuristic in musical comedy, I recommend "Peggy-Ann," starring Helen Ford, after whom the famous flivver was named. (At least so her press agent tells me.) Two other good musical comedies are "Queen High" and "The Desert Song." At this writing I haven't seen "The Circus Princess" and "Hit the Deck," but they will be with us by the time this highly intellectual and more or less flooey article is printed. In the musical section, must be mentioned also, "Countess Maritza" and "Cherry Blossoms." They are Shubert productions, with good music well sung, as their special features.

The biggest dramatic hits in town are "Broadway" and "The Spider." The former is a melodrama of New York night club life, while the latter is a mystery play that fairly reeks with novelty. Another straight play that is very popular is "The Barker," the same being a tale of love and adventure under the circus tents. Two other plays that are of the "mystery" variety are "Fog" and "Wooden Kimono." Each is worthy of attention.

Leading in the heavy drama department is Nance O'Neill, in "Fog-Bound" Here we have the persecuted woman taking a good wham at her persecutor. Light comedy is well represented by Ethel Barrymore, in "The Constant Wife," "The Gossipy Sex," with Lynn Overman; "Two Girls Wanted," "Sinner," "Tommy" and "What Anne Brought Home."

There are other productions along the Great White Way that can be relied on to supply good entertainment. Alice Brady and Lionel Atwill, in a revival of "The Thief," for instance! These two highly competent players in anything would be worth going to see. Then there is that renowned satire, "Chicago," starring Francine Larrimore. It shows Chicago crime as it may be—I don't know; I've never met any of Chicago's gangster elite. Likewise, I must mention "Crime," a melodrama of New York's gangland. If you want to learn how to hold up a jewelry store without lost motion, see this one. Two musical shows I have overlooked—due to my anxiety about that boil, I presume—are "LeMaire's Affairs," a good revue with Charlotte Greenwood, Ted Lewis and Lester Allen, as principal players, and "Judy."

Lastly I mustn't forget to tell you that "The Squall" will show you some elementary love and that Jane Cowl, in "The Road to Rome," will demonstrate just how a hug from a swell looker can make a man toss a whole empire into the scrap heap.

There are other plays but I haven't seen them. Now and then, you see, I like to stay at my home, Instalment Villa, Bronxville, and play the ukelele and sing the evening away. Possibly you may get from this an idea that I, too, have neighbors who deserve all the awful noise I can give them. Possibly you won't understand; but, anyway, welcome dear friends, to Broadway! The plays begin at 8:30; the night clubs close at 3.

After that you will find the sandwich places flourishing. Have a good time and don't forget, please, that New York is a closed town.

Buffalo, The Wonder City of America

Buffalo—a profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

EDWARD H. BUTLER
Editor and Publisher
KELLY-SMITH COMPANY
Representatives

Marbridge Bldg. New York, N. Y.
Atlantic Bldg. Philadelphia
Tribune Tower Chicago, Ill.
Waterman Bldg. Boston

PARKER ESTATE $100,000

B. G. Parker, former editor and owner of the *Gouverneur* (N. Y.) *Free Press,* and prominent in the northern section of New York state, left real and personal property amounting to approximately $100,000 to his wife, it is revealed in an appraisal.

JUDGE OVERRULE CONTEMPT REQUEST

Refuses to Cite Denver Post Repor for Articles Forecasting Jail Sentence to Girl Claiming Astor Kinship

An attempt on the part of attorn for Edith Mildred Astor, who claims be an heiress to some of the New Y Astor millions, to have Ray Humphre special writer for the *Denver Post,* s to Jefferson county jail on a charge contempt of court failed in Golden, C Tuesday, April 12, when Judge Sam W. Johnson, district court judge, ru that a newspaper reporter had a right comment on a pending court trial might forecast the probable sentence be imposed on the defendant by court.

As an "heiress" to the Astor millio the blonde girl under arrest in Color for vagrancy growing out of a stabb affair has attracted wide press attenti Humphreys, assigned to the case fr the outset, wrote a series of page stories on the escapades of the g It was to these stories that girl's defense counsel took objecti claiming that the Denver Post wr was in contempt of court for forec ing a jail sentence for the "heiress."

The court, however, in denying contempt citation motion, declared t the freedom of the press was an est lished fact and that unless published ticles tended to threaten, ridicule or timidate the court they would not be terfered with.

DR. POLING NAMED EDITOR

Dr. Daniel A. Poling, well kno Cleveland, O., lecturer, once a candid for governor of Ohio on the prohibit ticket, has been elected editor in c of the *Christian Herald,* pioneer in national weekly. He is now in N York City.

SAMUEL P. WESTON

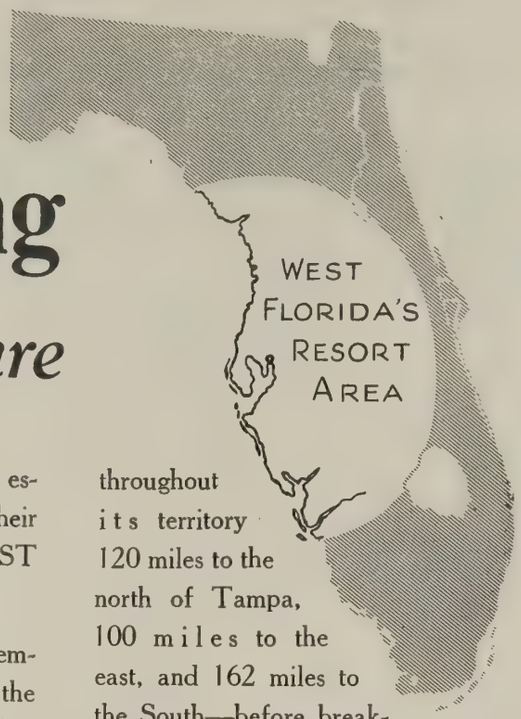
ROOM 2471/2 WALDORF-ASTORIA
DURING ASSOCIATED PRESS AND
AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION MEETINGS

NEWSPAPER BUILDINGS
MECHANICAL LAYOUTS
PRODUCTION
OPERATION

Suite 1202
120 West 42nd Street
New York

West Florida's Resort Advertising

Concerning Your Share





The Tampa Tribune blankets a wide section of Florida where 276 high-class resort hotels are catering to the desires of winter tourists of every degree. John Smith of Maquoketa, Iowa, plays down here in the winter-time, and so does Edward Bok of Philadelphia and Potter Palmer of Chicago.

More than 100 new hotels have been built within this area in the past 12 months in anticipation of the greater influx of winter visitors. Keen competition for patronage has resulted, with hostelries forced to depend upon advertising in northern and eastern newspapers to present their advantages to prospective winter patrons.

It is going to cost money to fill these hotels—and the hotel owners know it. They are prepared to make the 1927-28 advertising campaigns for their respective establishments the largest in their history—they realize IT MUST BE DONE.

Newspapers that sell themselves to the resort owners of the Tampa area will get the big shares of this advertising. And

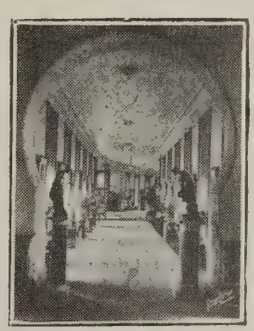


your paper can get its message across through the advertising columns of the Tampa Tribune.

The Tribune is predominant in west Florida—a metropolitan newspaper acknowledged respected and read. Our own delivery system puts 41,000 daily and 51,000 Sunday Tribunes in the hands of readers throughout its territory 120 miles to the north of Tampa, 100 miles to the east, and 162 miles to the South—before breakfast.

The supremacy of Tribune lineage in its field furnishes unassailable evidence of its pulling power. The Tribune will sell your paper to Florida hotel owners. Florida is buying advertising. Its resort appropriations are of vital importance in the national advertising field. If you want your share the Tribune can help you get it.

After all, there is no substitute for newspaper advertising in the sales promotion of newspaper lineage.



TAMPA MORNING TRIBUNE

FIRST IN WEST FLORIDA

BURNS MANTLE GIVES "THE LOWDOWN" ON BROADWAY THEATER OFFERINGS

N. Y. Daily News Critic Picks Ten "Best" Plays Publishers Can See in Week's Stay—"Broadway" Tops the List

HELPFUL HINTS FOR THE VISITING FIREMEN

	THIS—	or THIS—
Monday night	"Broadway"	"Saturday's Children"
Tuesday matinee	"Circus Princess"	Circus Pictures
Tuesday night	"The Spider"	"Spread Eagle"
Wednesday matinee	"The Constant Wife"	"Peggy-Ann"
Wednesday night	"The Road to Rome"	"Chicago"
Thursday matinee	"Rio Rita"	"The Desert Song"
Thursday night	"The Barker"	"Her Cardboard Lover"
Friday night	"The Silver Cord"	"Yours Truly"
Saturday matinee	"The Cradle Song"	"Lucky"
Saturday night	"The Play's the Thing"	"Oh, Kay"

By BURNS MANTLE

(Dramatic Critic, *New York Daily News*)

TIME, money and seats being available, it is possible to see ten of the outstanding plays in the Broadway list in a single week's visit to what we editors jocularly refer to as this metropolis, or this theatre capital of the world.

But which ten? Aye, there's the rub! Whether it be better to suffer the stings and sorrows of another's taste, or, taking arms against it, see what the speculator suggests! To go or not to go, that's the big idea.

Being more or less professionally inured to this business of recommending plays, I don't mind it any more. At least not much. During my last 85 years of playgoing I have made up lists for many playgoers. I don't recall that any ever used them, but they were ever so glad to have them. Grateful no end, in fact.

"Thank you so much for your suggestions," they usually write, once they are home again and restored to a normal mental calm; "thank you so much for your very helpful suggestions. We were not able to see any of the plays, but it was so encouraging to know what to select if we had found the time. My sister's little boy was ill——"

"Or, my husband was suddenly called to Philadelphia——"

"Or, the afternoons were so taken up with one thing and another, shopping principally——"

"Or, we were so anxious to see certain pictures, and there was so little time——"

"Or, I did succeed in getting in one matinee, and a cousin of mine had recommended this play as being real good. You did not include it, but——"

It's quite all right with me. You may juggle my lists any way you like. Throw them right over there in that tin wastebasket with the French print pasted on it if you like.

But if it will help you any in making such selections as your time and inclinations warrant to know the plays current (this being the week ending April 23) which I probably would go to see again, having seen them once, if opportunity offered, here they are.

Not set down in the order of their merit, as the phrase goes, nor yet embracing all the current plays that might stand up under a second viewing, but selected generally as they might reasonably fit my time and mood had I an open week to give them.

But, first of all, let's get rid of father. When father comes to New York to a convention or a conference or just to see a man about something or other that may eventuate in case Russia does go Chinese, I find that usually he is not interested in the theatre at all until late afternoon.

By that time he is tired of standing up, tired of listening to long trade speeches for the good of the industry, usually beginning. "Stop me, if you've heard this one," and positively astigmatic from concentrating on baize stockings that he may be able to tell mother exactly what they ARE wearing on the avenue.

About this time father leans one way or the other, or doesn't, as the case may be, and says, "I'll tell you what let's do: Let's go see a *good* show. How about 'The Scandals?'"

The censor agitations, the awesome padlock bill that hangs, as the fellow said, suspended like the sword of Demosthenes over the producers' heads, has interfered somewhat with father's favorite entertainment. Two chorus girls are really known to have put their tights back on and one has simply swathed herself in chiffon.

The more or less strictly eye and ear entertainments, then, which will return the most for father's investment include:

George White's "Scandals."

Earl Carroll's "Vanities."

"The Ramblers," with Clark and McCullough.

"Yours Truly," with Leon Erroll.

"Queen High," with Frank McIntyre and Charles Ruggles.

"Lucky," with Paul Whiteman's band and Mary Eaton.

Rufus Le Maire's "Affairs."

The Messrs Shubert's "Circus Princess."

As well, of course, as those it may be somewhat politer and a little more grade A musical plays I have included in the family lists.

Of the plays named in all three lists the only one I have not seen is the "Circus Princess." I have included it in the first list because it is the only attraction I can find offering a Tuesday matinee. And, then, a Winter Garden visit is usually something to talk about.

I do not believe that any person honestly interested in the theatre can go far wrong on any of the plays named. Six of the first ten I have tentatively selected for inclusion in this year's dramatic annual, "The Best Plays of 1926-27," which may or may not interest you, and one of the second ten.



Burns Mantle

There are also interesting alternatives for those with a special interest in the theatre. Both Walter Hampden's Brownell ing play, "Caponsacchi," and Tom Cushing's amusing fantasy, "The Devil in the Cheese," have been named by Prof. William Lyon Phelps in his list of the season's best, and the Neighborhood players are giving a bill of lyric plays that are interesting if not exciting.

"Mr. Pim Passes By" has just been revived by the Theatre Guild at the Garrick, there is a nice little comedy about an adolescent boy called "Tommy" at the Eltinge, John Golden is proud of the record of another sweet and clean play "Two Girls Wanted," which, although patronized by the experts, is now in its 32d week at the Little Theatre, and the Irish are crazy about Eddie Dowling's "Honeymoon Lane" at the Knickerbocker.

Then there are the other plays of the Guild repertoire, which may or may not be scheduled for presentation—"Pygmalion," "Ned McCobb's Daughter" and "The Second Man." All worth seeing all splendidly staged and acted.

It is, as I said before, not as simple an assignment as it sounds to pick ten plays from a list of 60 and justify successfully their selection as the cream of the list. But as I also said, the idea is merely to be helpful and not snooty about it. I hope you like the show.

MARKET NEWS IN 8 POINT

Market news in eight point instead of the usual six point, is a plan recently adopted by the *Dayton* (O.) *Herald*.

EDITOR'S SISTER CAPTURED

Miss M. I. Craig, an American missionary, was reported captured on April 16 by Chinese bandits between Kweichow and Yuanfu. Miss Craig is a sister of William B. Craig, managing editor of the *Philadelphia* (Pa.) *Bulletin*.

The Shreveport Times
E JAIL GUARD ENGINEERED
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

HOWELL & THOMAS
3868 CARNEGIE AVE.,
CLEVELAND, OHIO,
ARCHITECTS AND
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PAPER PRODUCTION
PLANTS - - - - - -

CLEVELAND PRESS
PITTSBURGH PRESS
HOUSTON PRESS
ROCHESTER TIMES
UNION

An organization combining newspaper production engineering with experienced architectural training.

"Facts
are stranger than fiction" and equally interesting.

Through its various features SCIENCE SERVICE brings readers real news from out the whole wide world of science. For science IS news and only through its many wonders does a nation, a profession, and industry progress. Our service brings you drama and romance for in each new invention and discovery is woven the "human interest" that ever intrigues.

Our Daily Science News Bulletin gives you front page copy, inside copy and editorial page copy. Nine other features include: Nature's Notebook, Science Shorts, Star Story Map, Illustrated Feature, Current Radio, Why The Weather, Isn't It Odd, Telegraphic Wire Service, Earthquake Wires. Kindly write or wire us for samples.

We shall be glad to submit any or all of our services to you and quote you prices.

Read them over—test them in your columns. You will be convinced of their distinctive value.

See the Science Service exhibits during the American Newspaper Publishers' Association. Hallie Jenkins will be in charge of the booth which is space number two, second floor corridor, Hotel Waldorf.

SCIENCE SERVICE
21st and B Sts. Washington, D. C.

BEG PARDON!

WE do not compete with the Memphis (Tenn.) Press-Scimitar—they are too far away geographically—but just to keep the record straight we want to fuss a little with their recently published claim of having the largest evening circulation in the South.—The Press-Scimitar momentarily forgot their geography.—THE BALTIMORE NEWS is published south of the Mason Dixon Line.—Baltimore is quite proud of its southern traditions.—THE BALTIMORE NEWS has the largest daily circulation, for one month or six, in Baltimore—OR IN THE SOUTH.—The six months' statement ending March 31st was 130,287.—The sworn statement for March, 137,695.

The Baltimore News

Rodney E. Boone, *General Manager National Advertising*

9 East 40th Street, New York

A. KOEHLER
9 Hearst Bldg.
Chicago

K. J. NIXON
82 Marietta St.
Atlanta, Ga.

F. S. PAYNE
Book Tower Bldg.
Detroit

L. F. BARNARD
5 Winthrop Square
Boston

F. M. Van GIESON
541 Monadnock Bldg.
San Francisco

FRED H. DRUEHL
136 St. Paul St.
Rochester, N. Y.

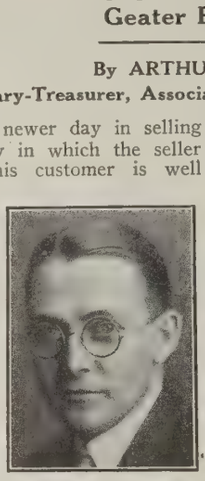
A. N. A. OFFICIAL URGES CO-OPERATION OF PUBLISHERS AND ADVERTISERS

Arthur Ogle, Secretary, Tells Attitude of His Organization Toward Newspaper Problems—Working for Geater Efficiency

By ARTHUR H. OGLE

Secretary-Treasurer, Association of National Advertisers

ALONG with a newer day in selling methods, a day in which the seller takes care that his customer is well pleased with his purchase and that it renders him full service for his expenditure, has come the newer day in advertising wherein the publisher is quite as concerned that the advertiser shall prosper by his advertising as that he, the publisher, shall profit through sale of the space in which the advertising appears. For after all, the interests of publishers and advertisers are fundamentally the same. As the advertiser prospers, the publisher prospers, and business is good for everyone.



ARTHUR OGLE

The newspaper's business first of all is to keep the public informed, but development of this mighty youngster called advertising in the last generation has somewhat changed the complexion of newspapers everywhere. From our own point of view we in the business of selling our products with the aid of advertising like to look upon newspapers as an arm of distribution, performing a function in our sales structure comparable to our direct selling and our indirect selling and every other form of sales promotional activity. Because we must look on them in this light for our own interest and prosperity, we constantly study methods of making them do their part of the job more effectively. We analyze territories, we chart potential sales, we appropriate advertising expenditures, and we study carefully and continuously the problem of making each advertising dollar do a little better job this year than it did in the years gone by.

This is an age in which cooperation of related industries is playing an increasing part. So-called competitors in every line, whose interests are superficially opposed, join together in associations so that each may learn from the other something more about running his own business. The meeting of the American Newspaper Publishers' Association, to which this issue of EDITOR & PUBLISHER is dedicated, is typical of this new-age tendency. This organization is a central body representing combined thought, effort, and opinion.

National advertisers, too, accomplish much by their association that no single advertiser could do alone. Through the medium of the Association of National Advertisers they gather and exchange information, and what is more important, they form a collective opinion based on collective knowledge and experience. Along with their collective ability, such organizations naturally have a vigorous collective *power*, but increasingly we are all learning that the greatest good can be accomplished when we are able to forget the threat of collective power, and think only of collective reasoning and collective opinion.

If, as we will all freely confess, we are interested in improving this important medium we call newspaper advertising, we must recognize its imperfections as we recognize the imperfections of every other medium. Some are obvious, and are taken in hand as they are recognized. Others, less apparent, are not always given the recognition they deserve. Sometimes we who see the advertiser's side of the picture most clearly, see imperfections in your medium that you who are interested primarily in publishing fail to see, just as you sometimes tell us where we are wrong in attempting to do a job a certain way in your community.

When we see them collectively—when a sufficient number of us see them to make the imperfection become an issue worthy of combined study by our organization, representing all the advertisers—then we are working just as much in the interest of you who are newspaper publishers as in our own interest when we bring them to you for reasonable adjustment, because we are working for more economical advertising.

To be specific, the Association of National Advertisers, on the basis of opinions expressed by its entire membership, has taken a definite stand on certain questions relating to newspaper advertising practices and policies. We believe very strongly in rigid typographical standards, and we are opposed to the indiscriminate use of heavy black type, borders, and illustrations which detract from the carefully designed advertising which many of us place in the newspapers. We learned you were in sympathy with our program, and we learned from you some of the difficulties you might experience in imposing the rigid standards immediately. We sensed the inadequacy of resolutions unless they were accompanied by the educational work necessary to convince all advertisers, local and national alike, that it would be to their own interest to comply with better standards of layout and typography. It is a very important subject to us, and we believe it is equally important to you, and we ask for your interest and assistance because we believe we have a common interest.

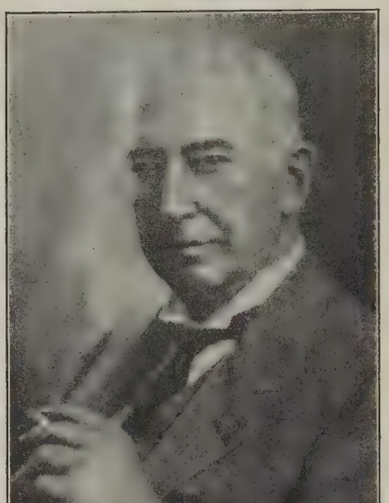
We believe in the maintenance of the 2 per cent cash discount on advertising space because we can see serious results to the entire advertising structure if is allowed to go by default. We b to you as publishers our combe opinion on this question, and endeavor to back it up with facts dr from experience.

We believe that national advert should be allowed to select their newspapers—they should not be coe into buying a paper they do not w to be permitted to buy one they do w We believe the advertiser himself is best judge of the amount of a partic kind of selling effort he can afford expend in a particular community, therefore we ask for a discontinu of enforced combination rates in the terest of economical advertising.

We justly insist on as great a centage of profitable circulation as can get, therefore we try to educate selves to scrutinize circulation more telligently, not for mere quantity al but to learn who it is, where it is, how it was secured. Assuredly we s meet no opposition in our insistence *profitable* circulation. But, you tell we are as much to blame for indisci inate mass circulation as you, bec many of us have set up mere quar as our criterion in judging circula

WHAT A. P. MEANS TO ME

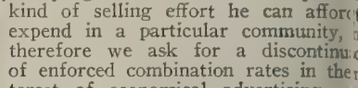
By Calvin Cobb, Publisher
Boise (Idaho) Statesman



Calvin Cobb

THE Associated Press means to me the truth made attractive.

THE BOSTON HERAL



WAIT DEFENDS ON SACCO; FULL HIS FELLOW R

Now Set In

TRADE LINOTYPE MARK

Ionic No. 5

ATTENTION!

Publishers ....
Artists .....
Engravers ....
Advertisers ...
Photographers
Printers .....

SEE SPECIAL EXHIBIT of SHADING SHEETS

2nd Floor
WALDORF ASTORIA
Exhibit No. 4





New Effects Otherwise Impossible

Saves Time

Cuts Costs

Solves Benday Problems





JUST LIKE DRAWING AND AS EASY AS TRACING



PERMANENT EXHIBIT

Bourges Service, Inc.

Sole Manufacturer and Distributor of
Bourges Improved Hutchinson Artists Shading Medium and Accessories

144 West 32nd St., N. Y. C.



Fillin' the bases again this year!

SPECIAL RATES
DURING A. N. P. A. CONVENTION

MAGNETIC BASEBALL PLAYER BOARD

FOR LEASE OR SALE

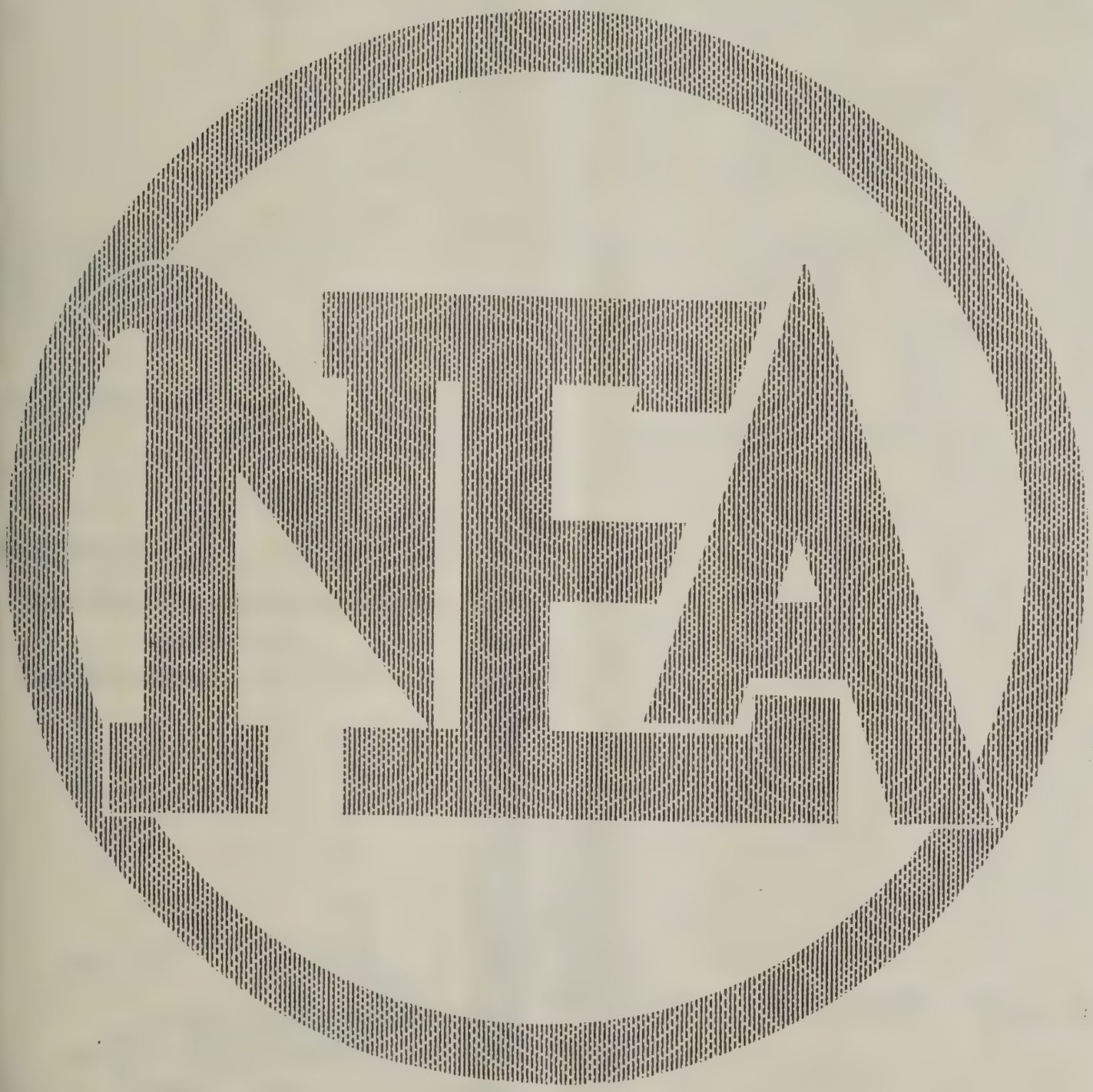


We'll be in the same location as last year, on the Mezzanine Landing of the Grand Stairway leading from the Main Floor to the Convention Hall. Like to meet you there.

GEO. H. REYNOLDS - - WILLIAM ROSSI

Standard Player Board Corp. New Bedford, Mass.

THE ANSWER TO EVERY FEATURE QUESTION



Ask Us at the A. N. P. A. Convention

The old standby at the same old stand

NEA Service, Inc., 1200 West Third St., Cleveland, O.

DAILIES TO GET BIG SHARE OF MILLION DOLLAR BATTERY APPROPRIATION

Philadelphia Concern Now Drawing Up Schedule for Large Campaign—Newspapers "Startlingly Productive," Promotion Manager Declares

THE trend in advertising these days is toward the daily newspaper, Harry Boyd Brown, advertising and merchandising counsel for the Philadelphia Storage Battery Company, on Thursday told more than 100 members of the Electric Club of Philadelphia, at their weekly luncheon. Mr. Brown also is advertising adviser to a number of important public utilities corporations throughout the country.

His remarks were especially significant in view of the fact that the Philadelphia Storage Battery Company is now engaged in planning a $1,000,000 national advertising campaign on its radio and battery products. They were taken to mean that the company plans to spend a big slice of this unusual appropriation in the daily newspapers.

Following Mr. Brown's address, a representative of EDITOR & PUBLISHER asked Sayre M. Ramsdell, sales and promotion manager of the Philadelphia Storage Battery Company, to what extent the newspapers are to be used in the new advertising campaign.

"Advertising in the daily newspapers," said Mr. Ramsdell, "has always appealed to us as one of the greatest advertising investments any manufacturer of a salable product can possibly make. How far we are planning to go in using the newspapers with our new $1,000,000 appropriation, I'd rather not say at this time. We are in the midst of preparing our advertising budget and are planning to announce it in a short time.

"You may say, through EDITOR & PUBLISHER, however, that a great part of the expenditure will go into the daily newspapers throughout the country. Our previous experience with daily newspapers has been so startlingly productive that it doesn't amaze me one bit when I read of other important manufacturers in all parts of the country who have decided to put the bulk of their advertising appropriations into this channel."

The same query was put to Mr. Brown, following the meeting. He admitted that his views as he expressed them to the Electric Club membership reflect exactly what he had recommended to the Philadelphia Storage Battery Company. He replied:

"Mr. Ramsdell said it all in one sentence when he declared that the use of advertising space in the daily newspapers is one of the greatest investments any reputable manufacturer can make. That's exactly how I feel about it. And you can depend upon it that when the Philadelphia Storage Battery Company gets ready to announce what it plans to do with its proposed $1,000,000 advertising appropriation, a big part of it, as Mr. Ramsdell has said, will go into the daily newspapers."

Mr. Brown, in his talk to the Electric Club emphasized that the matter of obtaining prestige and good-will these days is not so important to the advertiser as the matter of the actual distribution and sale of his products.

"However," he said, "if it is prestige the manufacturer wants, he can get it five times as fast in the daily newspapers as in the magazines. The daily newspaper is a day by day product. It gives today's news to the reading public today. This is a very swift age we're living in and no manufacturer has the time or the inclination to sit back and wait for prestige and goodwill to build up sales—in the meantime spending millions of dollars for that prestige.

"That's all right if the manufacturer has in mind the welfare of his grandchildren, to whom he hopes some day to leave his business. Yes, after he has spent several millions of dollars in magazines telling the consuming public why it should buy his product and what a wonderful aesthetic environment there is about the factory in which the product is made, possibly the consumer will awaken some day several years hence and say to himself, 'perhaps that is a good product Mr. Blank is advertising. Maybe some day I'll try it.' And he does—a year or so later. Or, perhaps, his grandchildren, reading the same prestige-building advertisement will decide to buy it. In the meantime, where's the manufacturer?

"It's all right, to my mind, to tell the public through the magazines why it should buy your product. But if you really want to sell it, the public is interested only in 'where can I buy it and how easily can I get it?' The consumer knows whether or not he wants what you have to advertise.

"So far as distribution is concerned, where can a manufacturer get it better than through the daily newspapers? Nowhere. The newspapers offer to the advertiser bona fide circulation. They built up that circulation by giving to their readers exactly what they want to read—not what their editors want them to read. And, incidentally, that's the fault with a great many advertisements—both newspaper and magazine.

"Advertising writers might well take lessons from the newspaper editor. He is to my mind the world's greatest advertising copy writer. He talks the people's language. He senses the public mind and he gives to that mind just the kind of material it wants for its reading and displayed in a way that demands and universally gets immediate attention."

Mr. Brown went into the matter of circulation of newspapers and magazines and explained one of the biggest assets of newspaper circulation on the basis that it is in the very territory which the advertiser sells his goods and that it thus opens up a direct contact with the prospective customer.

"This is especially important to the retail dealer who advertises," he said.

Mr. Brown told of several important merchandising campaigns with which he had been associated and wherein he had used both magazines and newspapers for advertising. He said the response he had obtained through the daily newspapers far exceeded that in the magazines and concluded with the statement that "if a manufacturer wants to sell his product and make money, let him stick to the daily newspapers because they'll do the job quicker and far cheaper."

DETROIT ADCRAFT CLUB ELECTS

Clinton F. Berry Succeeds Charles W. Brooke as President

Clinton F. Berry, assistant vice-president of the Union Trust Company, was chosen president of the Detroit Adcraft Club at the annual meeting of the board of directors last week. He succeeds Charles W. Brooke, chairman of the board of directors of Brooke, Smith & French, as president.

Verne Burnett, secretary of the advertising committee of the General Motors Corporation, was elected vice-president, and Ward Marsh, president of the McKinney, Marsh & Cushing advertising agency, was chosen second vice-president, a new office created by unanimous vote of the directors.

William C. Sproull, advertising manager of the Burroughs Adding Machine Company, was elected secretary, and Elmer P. Grierson, business manager of the Sprague Publishing Company, was made treasurer. Harold M. Hastings was reappointed to his position as secretary-manager of the Adcraft Club, with headquarters in the Francis Palms Building.

Karl S. Betts, advertising manager of Will St. John & Co., was elected to membership on the board of directors, while Ralph L. Yonker, advertising mar of J. L. Hudson company, and Wi R. Ewald, of the Campbell-Ewald ac tising agency, were re-elected to board.

Other members of the board of d tors are: Charles W. Brooke, ret president; Gordon W. Kingsbury, ac tising manager of the Kelvinator poration; Joseph R. Scolar, vice-p dent of the Guy S. Osborne comp and Earle T. Sutton, of Evans, Wi Hebb, Inc.

WINS LEGAL POINT

The Ohio Supreme Court, April decided to review the appeal of R Holles, publisher of the *Mansfield News*, from a decision of the l courts in Richmond county. These c upheld the appointment of a receiver the *Mansfield Journal*, after Holles acquired a controlling interest. The ceiver was appointed at the reques Journal minority stockholders.

RATE SERVICE MOVES

The Standard Rate & Data Servic April 19 moved to the Graybar Buil New York. Albert Moss, vice-presi is in charge.



Now Set In

TRADE LINOTYPE MARK

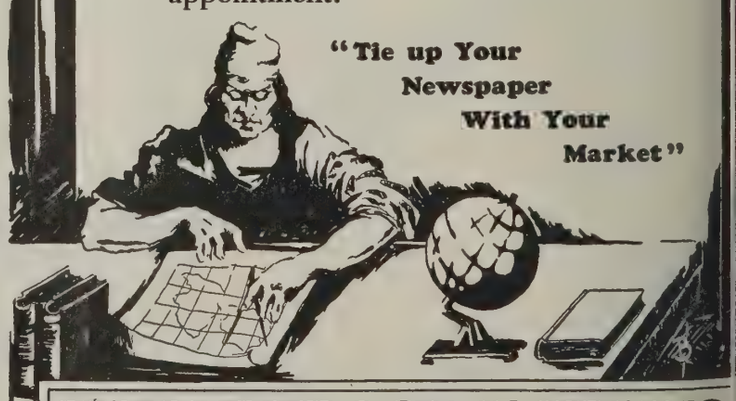
Ionic No. 5

An Invitation to Publishers Attending

A. N. P. A. Convention

While in New York, we will be pleased to consult with publishers regarding the publicity of their newspapers and their markets.

Write or phone Bryant 5568 for appointment.



PUBLISHERS SPACE SELLING SERVICE

49 West 45th St. New York City.

Copy ~ Layout ~ Art ~ Typography ~

READER-HOLDING FICTION

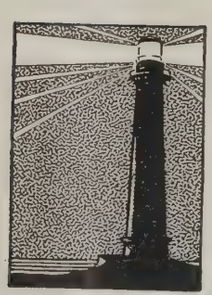
"For eight years we've never put an edition to press without an installment of fiction. We've bought in the open market, with more or less satisfaction. Last year we decided to concentrate on Public Ledger fiction, and we are now averaging a complete story a month from your syndicate. The reaction from this higher class matter warrants the belief that we are going to be mighty well satisfied with Public Ledger fiction for a long time to come."—NEWS LEAGUE OF OHIO.

Send for Samples of New Serials

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.

The Columbus *Citizen,* a Scripps-Howard newspaper stood second on the list of six-day evening newspapers of the United States in linage gains in 1926 with an increase of more than a million and a half lines.



SCRIPPS-HOWARD

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York, N. Y.
Chicago Detroit San Francisco Los Angeles Seattle

NEW YORK U. P. OFFICE SPACE DOUBLED

Remodelling of Press Service's Headquarters Completed—Now Occupies Entire Third Floor of World Building

Headquarters office of the United Press in New York have been remodeled and enlarged and the present news room is now almost double its former size, measuring 84 by 40 feet.

Other offices have been rented and the third floor of the Pulitzer Building, 63 Park Row, is now used by the United Press exclusively with the exception of one small office. Karl A. Bickel, president, has moved to a larger private office at the front of the building on the third floor. It has been luxuriously furnished in Spanish style.

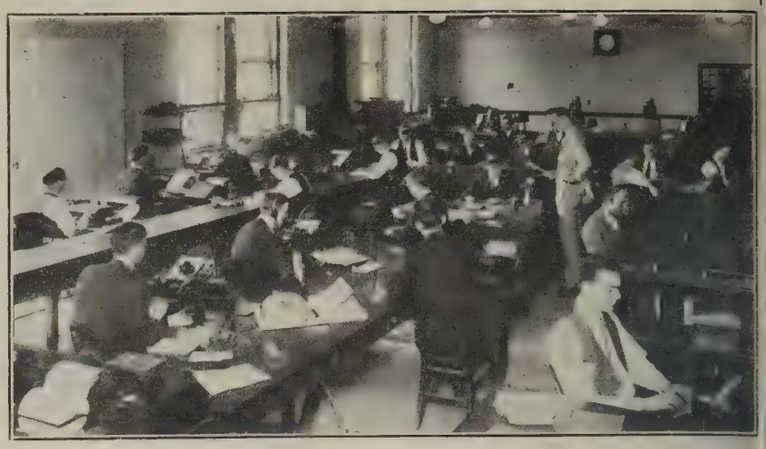
The outstanding feature of the enlarged news room is a 50-foot filing table used to serve the 13 printer machines. This extends down one side of the room, the upper half of which is given over to the financial news service, the lower half to the foreign news department, and the center to local and sport news. A new big "cable box" has also been installed, operating 500 pairs of wires as compared with 325 pairs in the old installation.

The news room is also equipped with a new lighting system and a sound-proof ceiling, both innovations of decided help to the employes.

A new moving picture showing the office staff in action was taken last week.



Remodeled headquarters of the United Press in New York showing operating room. Row of printer machine senders at right.



Another view of the United Press news room. Standing in background at right, reading a dispatch is Ralph Turner, assistant general news manager.

LEGION GROUP MEETS PRESS

Convention Officials Give Dinner to Paris Newspaper Men

Representatives of practically every important newspaper published in Paris, English and American as well as French, met at the Restaurant Laurent recently as the luncheon guests of the France convention office of the American Legion. They were there to meet the members of the Legion delegation just arrived in Paris to complete arrangements for the convention which will bring 30,000 Legionaires to the French capital in September.

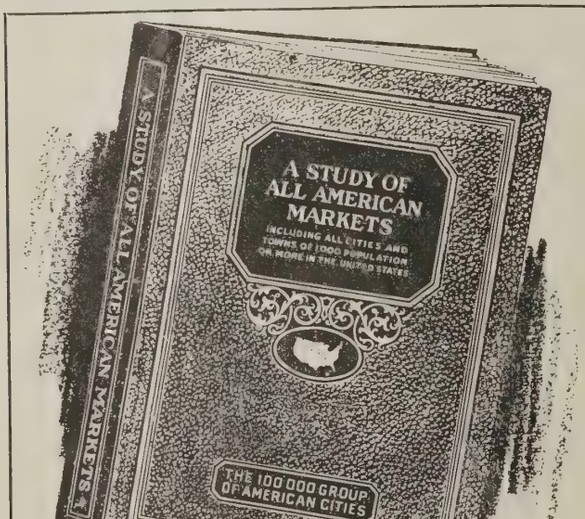
General Alfred Greenlaw, resident member of the France convention committee in presenting the members of his delegation to the Paris newspaper men, pledged that "there will be no money-throwing tourists among the 30,000 American Legion pilgrims," assured the journalists that nothing would mar the short sojourn of the Legionnaires in France and predicted that their visit would undoubtedly lead to a more sin cere unity between the peoples of Franc and the United States.

M. Brun, of *Le Temps*, who replied c behalf of the French journalists, said th the organizers of the Paris conventic would always find the press of this cit enthusiastically supporting all their e forts toward making a complete and u qualified success of the convention.

John J. Wicker, Jr., National Trav Director of the American Legion, t principal speaker, explained the idea and purposes of the pilgrimage to Franc Other members of the visiting delegatic are Bowman Elder, chairman of t France convention committee; James Barton, national adjutant; and Frederi C. Painton, director.

DECKER RETURNING

A. R. Decker, Vienna correspondent the Chicago Daily News Service, sail from Cherbourg April 14 for a holid in the United States. He was last hon in 1922. He has covered the storn Balkans since 1918.



A NEW UNITED STATES Merchandising Map—44x67½"

A specially drawn wall map measuring 44 x 67½ inches accompanies each book. It locates all 8,073 towns clearly. A key to the location of each community is given in the General Index of the book where these cities and towns are listed alphabetically. This Index also tells you upon which pages the study of each city and town may be found.

8,073 CITIES AND TOWNS ARE ANALYZED IN THIS ALREADY FAMOUS BOOK

Every important fact, humanly possible to gather and compile, about every city and town of 1,000 population or more in the United States is included in "A Study of All American Markets."

To Presidents, Vice-Presidents, Secretaries, Treasurers and General Managers this massive new book is just as valuable as it is to Sales and Advertising executives. It is a key to production as well as to sales.

This remarkable study of American business and merchandising not only tells how to establish sales quotas but it reveals for the first time, in published form, the results of years of experience and ability in research work by the foremost American authorities.

From the records of the United States Government Bureau of the Census come detailed population characteristics, a large portion of them never before compiled or published, but prepared at no small cost, especially for this book. (See page vi.)

From the nation-wide statistical and directory publishing organization of R. L. Polk & Company comes an authentic count of business enterprises in every city and town of 1,000 population or more—more than 8,000 of them. The number of wholesalers and retailers in 35 classifications of business are shown opposite each city and town. By markets and by States these, more than one and one-half million business enterprises, are divided into six groups of financial ratings. (See page vii.)

From every city and town where bank deposits are available, these important figures are given. You may now know how many passenger automobiles are registered in every city and town for 1926.

In the forepart of the book you will find 338 pages devoted to an intensive study of the 3,770 cities and towns that constitute the 93 major American markets, each having a key city of 100,000 population or more.

If you are interested in other markets of smaller size you may choose them yourself from the 237 page State Section, which includes 8,073 cities and towns of 1,000 population or more, and all arranged alphabetically both by States and by the names of cities and towns.

The gratis distribution of the comprehensive merchandising study is limited to those business executives who are interested in learning the utility of newspaper advertising as it applies to their businesses, and whose applications are approved by the nearest newspaper listed below. Otherwise the production cost of $10 per copy is charged. In making application for a copy use your business stationery enclose 50c in stamps to cover postage and packing and write to:

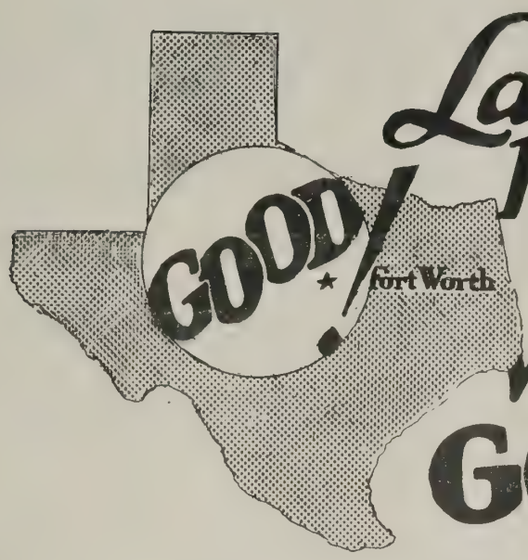
Advertisers Are Urged To Make Use of This Comprehensive Service

THE 100,000 GROUP of AMERICAN CITIES

Suite 1221 Association Bldg., 19 So. La Salle St., Chicago, Ill.

Akron, Ohio, *Beacon Journal*
Albany, N. Y., *The Knickerbocker Press and The Albany Evening News*
Allentown, Pa., *Morning Call*
Atlanta, Ga., *Journal*
Baltimore, Md., *Sun*
Binghamton, N. Y., *Press & Leader*
Boston, Mass., *Globe*
Brooklyn, N. Y., *Eagle*
Buffalo, N. Y., *Evening News*
Canton, Ohio, *Repository*
Chicago, Ill., *The Daily News*
Cincinnati, Ohio, *Times-Star*
Cleveland, Ohio, *News*
Columbus, Ohio, *Dispatch*
Dallas, Texas, *Times Herald*
Dayton, Ohio, *News*
Des Moines, Iowa, *Register & Tribune*
Detroit, Mich., *News*
Duluth, Minn., *Herald*
Elizabeth, N. J., *Journal*
El Paso, Texas, *Herald-Times*
Erie, Pa., *Dispatch-Herald*
Evansville, Ind., *Courier-Journal*
Fort Wayne, Ind., *News-Sentinel*
Houston, Texas, *Chronicle*
Indianapolis, Ind., *News*
Jacksonville, Fla., *Florida Times-Union*
Kansas City, Mo., *Star*
Knoxville, Tenn., *Journal*
Lawrence, Mass., *Eagle-Tribune*
Long Beach, Cal., *Press-Telegram*
Los Angeles, Cal., *Times*
Louisville, Ky., *Times-Courier-Journal*
Lowell, Mass., *Courier-Citizen & Leader*
Lynn, Mass., *Item*
Memphis, Tenn., *Commercial Appeal*
Milwaukee, Wis., *Journal*
Minneapolis, Minn., *Journal*
Nashville, Tenn., *Banner*
Newark, N. J., *Newark Evening News*
New Bedford, Mass., *Standard & Mercury*
New Haven, Conn., *Register*
New Orleans, La., *Times-Picayune*
New York, N. Y., *The Times*
Oakland, Cal., *Tribune*
Omaha, Neb., *World-Herald*
Paterson, N. J., *Press-Guardian and Sunday Chronicle*
Peoria, Ill., *Journal-Transcript*
Philadelphia, Pa., *Bulletin*
Pittsburgh, Pa., *Post and Sun*
Portland, Ore., *Oregonian*
Providence, R. I., *Journal-Bulletin*
Rochester, N. Y., *Times-Union*
Sacramento, Cal., *Bee*
St. Louis, Mo., *Post-Dispatch*
St. Paul, Minn., *Dispatch-Pioneer Press*
Salt Lake City, Utah., *Tribune*
San Antonio, Texas, *Express and News*
San Diego, Cal., *Union & Tribune*
San Francisco, Cal., *Chronicle*
Schenectady, N. Y., *Gazette*
Scranton, Pa., *Times*
Seattle, Wash., *Times*
South Bend, Ind., *Tribune*
Spokane, Wash., *Spokesmen-Review and Chronicle*
Springfield, Mass., *Union & Republican*
Syracuse, N. Y., *Herald*
Tacoma, Wash., *News-Tribune*
Toledo, Ohio, *Blade*
Troy, N. Y., *Record*
Utica, N. Y., *Observer-Dispatch*
Washington, D. C., *Evening Star*
Waterbury, Conn., *Republican and American*
Wilmington, Del., *Journal and News*
Worcester, Mass., *Telegram-Gazette*
Youngstown, Ohio, *Vindicator*

Basic Market Data For Every Kind of Business or Industry



Last 17 months show West Texas GOOD!

—that's why this is an IDEAL TRY-OUT TERRITORY

For the 17th consecutive month, West Texas and Panhandle financial conditions are reported "good" by the Chamber of Commerce of the United States in its business map as produced in Nation's Business, the organization's magazine.

No other section of the country has exhibited such a showing of financial prosperity during each of those 17 months. Many times other sections of the United States have appeared on the map as having "good" business but none has been able to appear in that optimistic light during all of this strenuous period.

It is because of West Texas' diversified resources and agricultural and industrial activities that poor conditions in any one line of business cannot possibly bring down the high average of the territory.

And this great, powerful, wealthy section is blanketed by the Fort Worth Star-Telegram and Record Telegram which alone is sufficient to successfully carry any campaign.

The Star-Telegram and Record-Telegram circulation exceeds any three or four other papers combined in this territory

FORT WORTH STAR-TELEGRAM
RECORD-TELEGRAM
DAILY AND SUNDAY

Largest Circulation in Texas
More than 120,000 Daily and Sunday
Charter member
Audit Bureau of Circulations

AMON G. CARTER
President and Publisher

A. L. SHUMAN
Vice-President and Adv. Dir.

ANNOUNCEME

Machinery Corporation is enabled to a
mental improvements in the constru
auxiliaries, which improvements it be
have been incorporated in the followin

1. A new and ultra-modern newspaper printing and folding unit of extraordinary producing capacity. This is in a wholly new class, in speed of production, in certainty of operation, in unbreakableness, in freedom from the excessive wear and tear now incident to the production of heavy editions, and in ease and economy of operation. Furthermore, it is an all-steel machine. It will be found to excel not in a few points only but in all of the attributes which make for high speed, fine printing, accurate folding, and the owner's unalloyed satisfaction.

A single illustration will serve to show the thoroughness with which in this machine we have dealt with the practical problems of the pressroom, its anti-friaring indestructible cylinder bearings. These cylinder bearings prevent friaring at all speeds, and need never be taken up or replaced.

2. An automatic
device. This auto
roll to an expiring
or stopping the
full running time
time. It not on
proves printing t
uniform speed of
waste of printed p
every paper chan

3. A two-page
enables the publis
his pages by twos
as well as small
enables a sextuple
38, 42, 46, 50 a
octuple press to pr
58, 62, 66 and 68
their usual produ

As the result of a long period of scientific research the Wood Newspaper
e the completion of a number of funda-
the newspaper printing press and its
o be epoch making. These discoveries
es, which are now ready for the market.

paper replenishing
pastes a full paper
out slowing down
thus converts the
ine into producing
es output and im-
maintenance of a
but it saves the
h now results from

mechanism which
ease the number of
y fours, upon large
This for example
roduce 26, 30, 34,
d papers, and an
38, 42, 46, 50, 54,
ers, in addition to

4. The Bee-Line Press has now been equipped with the two-page inserting device mentioned above. This enables the publisher using it to increase his pages by twos upon a press which possesses the very great advantage of using semi-cylindrical stereotype plates. The semi-cylindrical printing plate is used by all metropolitan newspapers because it is the best printer known, and can be cast, finished and cooled automatically and at high speed. Such plates are made by Autoplate machines and require no hand tooling of any description.

Publishers are cordially invited to see these devices in operation at our plant in Plainfield, New Jersey.

OSCAR C. ROESEN,
Manager of Sales,

WOOD NEWSPAPER MACHINERY CORPORATION,
501 Fifth Avenue, New York City



Metropolitan experience for your city room

EVERY newspaper has on its staff one or more brilliant men whose only bar to greatness is the provinciality of their experience. They aim—sometimes vaguely—at acquiring the metropolitan touch; but life is quick, after all, and often closes around them before they realize it has begun.

To these men—who want to fortify their ability with what metropolitan experience can do for them—the Newspaper Institute of America's course in big-city journalism offers an unusual chance. To the editor or publisher who wants to see his men and his newspaper grow it offers constructive assistance in improving standards of work and widening the appeal of the news columns.

Advertising brings the profits—but news brings the advertising. True enough, newspaper properties can and often do weather periods of relaxed news standards with little loss of prestige and revenue. But this can happen only when the publication has had a previous reputation for high class news presentation that will take a lot of bungling to kill.

The days of personal journalism have gone, perhaps forever; but editorial acumen, personal or corporate, still commands stimulating premiums in the journalistic markets.

You can make your local news as good as your wire news—examine this course, without obligation

NEWSPAPER INSTITUTE training embraces a thorough course of intensely practical lectures written by some of the best New York newspaper editors and writers; a series of typical important assignments; a "nose for news" test; the theory and practice of story structure; actual writing of assignments, edited and individually criticized by the Newspaper Institute's practical New York Copy Desk method. You will naturally believe it impossible for anyone to codify the detail and transmit the spirit of journalism—until you see how this course does it.

N. I. A. instruction, by correspondence from New York, is the only source of such training aside from actual metropolitan experience, which has never been easy to get. And correspondence, as a means of teaching writing, is as natural and logical as singing to teach voice culture—or telegraphing to teach telegraphy. The Newspaper Institute of America is first to provide it for journalism.

Metropolitan training, coming straight from men now actively engaged in newspaper work in the metropolis, will help any newspaper man to do better work and make his newspaper better. None is too expert and none too green to derive real advantage from it.

The cost, either to the staff as a group or to individual students, is trifling—low enough to permit even a small newspaper to give it to several or all of its men.

We believe the following offer to be fair and consistent with the finest journalistic principle: Write us for a full copy of the course—put it under the most critical scrutiny you can bring to bear—form your own opinion. You will be obligated to nothing—and it may quite conceivably give you just the facility you need in developing a crackerjack staff.

Call while at the convention

Newspaper Institute of America

Approved as a correspondence school under the laws of the State of New York

25 West Forty-fifth Street, New York. Tel. Bryant 0895

Newspaper Institute of America
25 West 45th Street, New York

Please let me examine your course without obligation, as promised in Editor and Publisher.

Name .....

Title .....

Newspapers .....

FASCIST PRESS CENSORSHIP REACHES INTO SWITZERLAND

Two Italian Journalists Opposed to Blackshirts Asked to Place Large Bonds to Remain in Geneva—Press Group Protests

(*Special to* EDITOR & PUBLISHER)

GENEVA, April 9.—Fascist Italy's long arm of press censorship, which has completely muffled the Italian press and greatly curtailed the activities of the foreign correspondents residing within that country's borders, has stretched to Switzerland, and from indications, has succeeded partially in sealing the mouths and blunting the pens of Italian journalists who ply their profession at the seat of the League of Nations.

Two Italian journalists of repute have already felt the pressure of the Fascist organization in Geneva, and have precipitated action which will be far-reaching in its results. They are Angelo Donti, for 20 years Geneva correspondent of the Italian newspapers *Il Secolo* of Milan and *Il Lavoro,* of Genoa, and Carlo a'Prato, formerly private secretary to M. Nitti, when the latter was Minister of Foreign Affairs, and also secretary later to Count Sforza, who also held the portfolio of foreign affairs before the Fascists came into power.

While Monti has resided in Switzerland for a score of years, married a Swiss woman and has a family in Geneva, a'Prato is a refugee, having been forced to flee from Italy at the imminent risk of his life. Associated with the leader of the Catholic opposition, Don Sturzo, and Giuseppe Donati, ex-editor of *Il Popolo,* a'Prato edited the anti-Fascist publication, *Corriere degli Italiani* at Paris until lack of funds forced its suspension. He then came to Geneva as correspondent of Leon Blum's leading socialist paper, *Populaire,* of Paris.

According to the complaint laid before the International Association of Journalists Accredited to the League of Nations, of which both are members in good standing, the Geneva police authorities have, at the instigation of the Fascist Italian officials, taken measures which greatly embarrass both Monti and a'Prato in their work as journalists. After working as correspondent for Populaire at the League for nearly a year a'Prato was approached by the Swiss police, who violated the extra-territoriality of the League by entering the Secretariat to apprehend him, and demanded to see his passport. Having fled from Italy as a political refugee, naturally a'Prato has no papers and the Fascists have refused to grant him a passport. However, he carries the official identification card of the International Journalists Association, which is recognized by all frontier officials in lieu of a passport. He was informed by the police that he must apply for a Permis de Sejour," despite the fact that Swiss law does not require this permit providing the person does not remain in the canton more than three months at a time. Unless he obtained one he would be expelled, he was officially notified. To avoid complications a'Prato applied for the document. The Cantonal officials then demanded a deposit of 2,000 gold francs cash as a "security." The cantonal statutes provide that persons without "papers" can be put under cash bond. Being flat broke and deprived of his property in Italy, and relying upon his few newspaper connections for a living, naturally a'Prato was unable to place on deposit the sum. Then the threat of expulsion followed and his case was laid before the committee of the Journalists' Association.

Almost simultaneously Angelo Monti, correspondent of one single Italian paper which has been able to retain, and some Swiss publications, informed his colleagues that when he had applied for a renewal of his passport at the Italian Consulate, the consul general, Count Emmi, had seized the old document and refused to either surrender it or renew it. The reason given was that Monti was not politically friendly to the Fascist regime in Italy. A few days later the Swiss police, who had not disturbed Monti or found anything dangerous in his conduct for a score of years, called upon him and demanded to see his passport. He explained that the Italian Consulate had refused to renew it, whereupon he was asked to make a deposit of 1,000 gold francs or face possible expulsion.

Twice, in a few weeks, the Fascist machine had struck out at Italian journalists, practicing their profession in a foreign country, and mildly antagonistic to the Fascist regime in Italy. Both were faced with almost impossible situations—that of raising comparatively large sums to guarantee their "good behaviour" in a country which heretofore has prided itself upon being the refuge of politically oppressed peoples.

The inside story is plain. According to a'Prato, he has been hounded from place to place by the Fascists since he fled from Italy. As in the case of Nitti, Don Sturzo, Professor Salvemini, Turatti and others, the Fascist regime never forgets or forgives opposition. Persecution reaches as far beyond Italian borders as is possible . . . and Switzerland is more or less cowed by the threats of Mussolini, who only last summer warned that any agitation against the Fascists would mean a break in relations and refusal to send delegates to League meetings if held in Geneva.

Besides, the chief of the Geneva department of police, a M. Turretini, is according to those who ought to know, more or less under the influence of the Fascists—both in Italy and the Swiss Fascist organizations, and collaborates readily with the Italians in making life uncomfortable for those who have incurred the enmity of Mussolini.

The final move in the Monti-a'Prato case has not been made. In fact, the Association of Journalists, which is composed of some 200 members representing the Press of about 50 countries, has just started the fight to defend its rights. A letter, stating the facts of the case, has been sent to the President du Conseil de Canton Geneve and to Sir Eric Drummond, secretary general of the League of Nations. If expulsion decrees are issued against a'Prato and Monti, their case will be carried to the Council of the League where M. Vandervelde, Belgian foreign minister, M. Paul Boncour, French alternate delegate, and others will force a showdown. And should the League Council fail to take action the Association will call attention to the throttling of the press by Geneva Police —at the instigation of foreign governments—to the International Press Conference which meets in August and later to the League Assembly in September.

FASCIST PROPAGANDA DENIED

McClure Tells Paris Newspaper Men No Funds Are Going to U. S.

S. S. McClure, the American publisher, guest of honor at a recent weekly luncheon of the Anglo-American Press Club of Paris, addressed the newspaper men on the subject of Fascism, to which he has devoted six months of close study.

Answering a question as to the rumor that a $5,000,000 Fascist propaganda fund is being spent in the United States, Mr. McClure declared that "not one cent is being spent on such propaganda outside of Italy, and it is not necessary to spend anything within the country."

As an illustration of this assertion he told of how he had sought permission at the Italian Foreign Office to translate Mussolini's speeches into English for circulation in America, but had been flatly refused on the ground of public economy.

After 5 years--- still unduplicated

Five or six years ago The Indianapolis News began the direct delivery of individual copies of the last edition to rural subscribers within a radius of sixty miles.

Today, after five years, that service is still unduplicated.

Every day, winter and summer, 70 swift motor trucks speed down the splendid highways of central Indiana, leaving individual copies of the last edition in rural subscribers' private boxes.

2,800 miles of motor travel daily.

Rural delivery of the same edition at the same hour as by carrier in the city.

And, because these subscribers are accessible to Indianapolis, and can receive this swift, private motor delivery, they are by that very fact accessible to retail stores where advertised merchandise is sold.

That makes results certain and quick, and advertisers profit tremendously from this still to be surpassed distribution system.

The Indianapolis NEWS

Frank T. Carroll, *Advertising Director*

New York Office
Dan A. Carroll
110 E. 42d Street

Chicago Office
J. E. Lutz
The Tower Bldg.

NEW YORK AND BROOKLYN CIRCULATION STATEMENTS

Filed with the Government for six months ending April 1, 1927; compiled by Statistical Department of New York Evening Post, Inc.

	1921 April 1	1921 October 1	1922 April 1	1922 October 1	1923 April 1	1923 October 1 **	1924 April 1	1924 October 1	1925 April 1	1925 October 1	1926 April 1	1926 October 1	1927 April 1	1927 April 1 compared with April 1 Gain	Loss	% Gain	1926 % Lo
American	406,311	440,941	456,335	429,071	434,198	439,177	411,471	405,044	379,975	362,862	347,771	341,225	336,280	.....	11,491	....	3
Commercial	11,595	11,645	11,068	11,701	12,461	13,060	14,010	11,800	11,300	11,793	11,480	10,555	[3]	.....	....	....	..
Herald	202,088	193,368	177,629	178,078	170,257	165,710	‡‡	.....	.....	.....	.....	.....	.....	.....	....	....	..
Herald Tribune	142,384	142,069	137,485	130,161	131,613	133,230	154,435	276,755	283,197	287,386	294,327	298,090	300,610	6,283	....	2.1	..
Journal of Commerce	29,294	30,394	27,825	27,685	26,338	26,156	25,772	26,935	26,972	26,707	26,768	26,784	25,785	.....	983	....	3
Sun (Morning)	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	....	....	..
Times	352,528	348,607	372,801	356,671	370,266	362,361	378,174	383,005	387,934	382,005	392,695	391,465	414,990	22,295	....	5.7	..
Wall Street Journal	19,076	19,203	19,196	19,582	22,242	21,883	22,191	22,266	25,772	28,329	29,937	29,589	30,623	686	....	2.3	..
World	385,892	392,478	387,191	382,087	392,387	382,739	391,421	404,377	381,536	342,928	329,860	322,464	343,247	13,387	....	4.1	..
Mirror (Tabloid)	.....	.....	.....	.....	.....	.....	.....	§§157,796	218,431	249,649	316,418	379,396	411,808	95,390	....	30.1	..
News (Tabloid) Daily	336,149	415,006	440,482	522,635	551,457	633,578	720,862	786,398	795,160	920,956	998,617	1,082,976	1,145,481	146,864	....	12.	..
News (Tabloid) Sunday	.....	191,510	268,061	348,711	438,810	567,381	662,142	807,279	987,199	1,122,065	1,224,063	1,244,316	1,433,578	209,515	....	17.1	..
Evening Journal	649,834	633,083	654,952	622,749	643,489	601,837	641,192	666,886	649,072	635,805	696,447	677,844	686,740	.....	9,707	....	1.
Evening Mail	155,148	168,073	137,760	161,215	144,135	170,327	††	.....	.....	.....	.....	.....	.....	.....	....	....	..
Evening Post	38,596	32,706	35,006	32,318	32,694	32,506	35,768	31,291	35,501	32,415	35,525	34,127	51,757	16,232	....	45.7	..
Evening World	313,143	289,871	280,727	265,049	277,853	272,335	271,114	314,489	310,850	311,933	294,442	295,732	305,404	10,962	....	3.7	..
Evening Globe	164,429	177,066	149,882	166,196	159,786	‖	.....	.....	.....	.....	.....	.....	.....	.....	....	....	..
Sun	190,218	183,253	180,442	179,937	177,290	‡236,165	260,026	255,212	247,370	256,234	259,351	265,000	267,520	8,169	....	3.2	..
Telegram	109,511	116,187	107,710	119,431	111,088	133,594	155,194	220,707	190,519	199,566	182,489	207,706	196,329	13,840	....	7.6	..
Evening Graphic	.....	.....	.....	.....	.....	.....	.....	.....	[2]95,697	96,998	141,865	242,508	334,795	192,930	....	136.	..
Brooklyn Citizen	40,126	41,003	41,137	41,221	41,186	41,352	42,237	42,311	42,455	42,470	43,108	43,114	43,092	.....	16	....	.0
Brooklyn Eagle	58,521	60,395	63,595	61,737	65,568	63,475	67,553	69,102	72,493	71,912	75,395	76,711	79,813	4,418	....	5.9	..
Brooklyn Standard Union	62,755	65,068	67,051	68,586	71,557	72,252	71,187	67,365	64,339	61,742	63,010	80,862	77,227	14,217	....	22.6	..
Brooklyn Daily Times	46,897	46,982	46,987	45,139	45,313	45,389	37,637	57,269	65,471	80,081	81,573	78,533	73,751	.....	7,822	....	9.
Totals	3,714,495	[1]3,775,470	[1]3,770,629	[1]3,796,402	[1]3.865,084	[1]3,837,669	[1]3,691,855	[1]4,130,562	[1]4,311,478	[1]4,430,500	[1]4,653,288	[1]4,907,730	[1]5,166,409	.....	....	....	..

‖ Evening Sun and Globe combined June 4, 1923. Name changed to Sun March 10, 1924. ‡ Average for 2 months Sun and 4 months Sun-Globe.

†† Telegram and Mail combined January 28, 1924. Sunday issue discontinued March 16, 1924. Name changed to Telegram May 18, 1925.

‡‡ Herald and Tribune combined March 19, 1924.

§§ Mirror (Tabloid) first issue June 24, 1924.

[1] Includes daily average of the Daily News inclusive of the Sunday News.

[2] Evening Graphic first issue September 15, 1924. Sunday edition inaugurated May 3, 1925, discontinued September 1, 1925.

[3] Commercial combined with Journal of Commerce, January 1, 1927.

**During the general strike of the New York newspaper pressmen, from September 18 to 26, 1923, inclusive "combined morning" and "combined evening" papers were published. Statements of the following newspapers show that circulation figures of this period were omitted: Times, Herald, World, Mail, Sun-Globe, Eve. World, Eve. Telegram, Brooklyn Eagle, Brooklyn Standard Union, Brooklyn Citizen.

NORTHWEST SOLD ON CO-OPERATIVE DRIVES

Success of Salmon Packers' Campaign in Newspapers Stimulating Other Groups, Seattle Agency Man Declares

Newspapers have "sold" themselves solidly to co-operative advertisers.

F. W. Strang, of Strang & Prosser, Seattle, Wash., advertising agency, who expressed this opinion the other day, based it partially upon the outstanding success of the co-operative newspaper campaign of the Associated Salmon Packers, one of his agency's accounts, and also on the fact that he is receiving numerous requests for information from similar organizations in various sections of the country who tell him they are anxious to cash in on the lucrative experience of the fish canners of the Pacific Northwest. This association spent about $400,000 in newspaper space.

"The salmon industry is enthusiastic about results obtained in the newspaper campaign," Mr. Strang said. "Last year we had the largest pack in history, more than 7,000,000 cases, all grades. Indications now are that with the present demand the time the 1927 pack comes in we will have none of the old stock on hand. We had 1,250,000 cases on hand a year ago."

Naturally, Mr. Strang does not want to disclose what other groups are now considering use of newspaper space. Suffice it to say there are few sections of the country today more alive to the powerful advantages of mass formation in making an advertising attack on the consuming public in the interest of anything, be it salmon, eggs, cities or prunes.

Mr. Strang foresees co-operative advertising by industries as the coming thing in advertising. Maybe the Pacific Northwest will prove to be the style center for this new fashion, at least among the farmers, as Mr. Strang believes.

The history of Washington state's co-operative farm marketing movement dates back about 10 years, according to Mr. Strang. Then an advertising campaign was prepared, designed to interest city people in getting back to the land.

"Thousands of dollars were spent in creating this desire," Mr. Strang said, "including $250,000 for the construction of an experimental farm to teach poultry raising. Now chicken farming has been developed to a fine art in Washington and the Pacific coast generally.

"We are able to get in a large supply of fresh eggs in September, when eggs are highest. They are marketed in the east by the Egg Producers, Inc. Our hens are grain fed and green fed. We have hens laying 200 eggs a year, when the average is only 72. Now this production must be sold, and advertising in the east is the answer.

"Washington apples are also being advertised and the advertising appropriations are bound to increase, I believe.

"The latest co-operative campaign to come out of the Pacific Northwest was announced last week, that of the Blue Mountain Prune Growers' Association, which is spending $150,000."

Mr. Strang is an easterner, a native of Prince Edward Island. He went west when he was a young man, stopping for a time in Chicago, and finally reaching the Pacific North West. Before going into the advertising agency business, he was connected with the *Spokane Chronicle*.

TO PRINT CONVENTION TAB

Daily Will Be Issued at Waldorf by Pressmen's Union

A new daily tabloid newspaper is promised for New York to be called the *Press*. It will start publication at the Waldorf-Astoria Hotel on April 25 and continue throughout the week with news of interest to publishers attending the annual meeting of the Associated Press and the convention of the American Newspaper Publishers Association.

Publishers of the paper will be the International Pressmen's and Assistants' Union of North America, which is seeking to show the convention delegates what the union is doing in the way of educating printers. The editor will be Thomas E. Dunwody, who is director of the Technical Trade School, operated by the union at Pressmen's Home, Tenn.

The daily paper, according to John R. Hays, of the H. D. Roosen Ink Company, one of those in charge of the venture, will be tabloid only in form, and will not publish any scandal in connection with convention week. No crusades or exposés are anticipated, he said.

To print the tabloid the Duplex Printing Press Company is installing one of their small tubular presses in a booth on the ground floor of the Waldorf, adjoining the men's lounging room. The *New York Times* will set copy and plates will be cast by the *Daily Racing Form*. Paper is to be furnished by the International Paper Company and ink by the H. D. Roosen Company. Bingham, Maigne Hart and the Goodrich Rubber Company are supplying rollers for the press. General Electric Company equipment will be used.

The **net paid daily average** circulation of the Canton Daily News as certified to the Audit Bureau of Circulations for the period ending March 31, 1927, is—

36,464

A GAIN OF

8,747

over the same period ending March 31, 1926. This is more than five times the gain made by any other Canton newspaper.

THE growth of the Canton Daily News has been continuous and steady over a period of years as evidenced by the comparison of net paid daily averages for the months of March for the past five years. These figures are from monthly A. B. C. statements.

MARCH 31, 1923 — **21,691**
MARCH 31, 1924 — **24,422**
MARCH 31, 1925 — **25,243**
MARCH 31, 1926 — **28,699**
MARCH 31, 1927 — **37,104**

The News dominates its field with the **commanding net paid circulation,** and has the **outstanding reader interest** as evidenced by **its own continuous growth**—without promotion—and **its success in civic accomplishments.**

The Canton Daily News

EVENING AND SUNDAY
CANTON, OHIO

National Representatives— I. A. KLEIN, New York and Chicago
A. J. NORRIS HILL, San Francisco and Los Angeles

Marking Thirty Years of CONSTRUCTIVE LEADERSHIP

APRIL 22, 1897, saw the first issue of The Forward, a mere six-page sheet, which sold less than 6,000 copies.

Small as it was, the reception it received from its then limited group of readers, gave certain promise of the growth and achievement which were destined to make the Forward a potent force in every Jewish community throughout the land.

Today its leadership is acknowledged by all, and its influence extends far and wide, covering every large city in the United States, and read daily by more than a half-million intelligent men and women in every walk of life.

The Forward is an inspiration to all who come within its influence. Esteemed by its partisans, it is highly respected by its opponents. And while there are those who do not share its views, they read it for the courage and integrity of its principles, and the journalistic excellence which always distinguishes it.

April 24, 1927, on its Thirtieth Anniversary, the Forward will publish 144 pages—forty pages Rotogravure, 24 pages English Supplement—in an edition of 245,000 copies.

Jewish Daily FORWARD

New York .·. Chicago

"HUMAN" NEWSPAPER IS ONLY SOUND TYPE, HOPWOOD TELLS INDIANA GROUP

Sensational and Ultra-Conservative Papers Fail to Reflect Life, Says Cleveland Editor—Newspaper Criticism "Helpful Sign"

"THERE are three types of newspapers, the ultra-conservative, the human and the sensational, and of the trio, the human newspaper more nearly meets the requirements and demands of our present society," Erie C. Hopwood, editor of the *Cleveland Plain Dealer* and president of the American Society of Newspaper Editors, told members of the Indianapolis Alumni Association of Sigma Delta Chi, national professional journalistic fraternity, and visiting newspaper men at a founders' day dinner of the organization at the Hotel Lincoln, Monday night. Mr. Hopwood spoke on "Better Journalism."

"The ultra-conservation newspaper is a trade paper for folks who do not want to know the other side of the news and the sensational sheet plays on the passions of the readers to gain additional subscribers. People are most interested in the things which come closest to their natural, fundamental instincts and the human newspaper presents the reader with these things that are human to him. It reflects the social order of the times and from every standpoint is the only sound type of the group," Mr. Hopwood declared.

Mr. Hopwood pointed out that it would be useless for anyone in newspaper work to shut his eyes to newspaper criticism and cited the avalanche of criticism directed against newspapers as being a hopeful sign that will lead to better journalism.

"Out of all the criticism there must come some element of truth and helpfulness together with a note of warning which it behooves every newspaper man to regard seriously," he said.

The justification of newspapers is found in the inherent curiosity of people to know what their neighbors are doing, according to Mr. Hopwood.

"Nothing happens in the civilized world that is not of significance to all of us. The people must be informed and the newspaper is the one agency by which the multitudes can be given this information. A newspaper must then give its readers the news which must be clear, honest, without bias, complete, clean, free, fearless, accurate and handled in the proper perspective. Another service of the newspaper is to present editorial opinion that is found in the editorial columns and cartoons and not on newspapers, editorials that express an opinion, not present a fact. Editorials also must be fair and there is a decided tendency today to make them that and not a partisan representation of what the editor would have the readers think. The editorial writer should stick to the issues of the question and not deal in personalities," Mr. Hopwood declared.

A survey of the front pages of half a dozen American newspapers was recently completed by Mr. Hopwood and he announced his findings last night.

"Instead of crime news that the average person would naturally say infests the front pages of every newspaper in the United States, my survey revealed that news of government outnumbered two to one any other type of news story found on the front pages of the newspapers I studied for a period of a week," he announced. "Many persons say that a newspaper is a tremendous commercial enterprise. Admitting that this is true, a newspaper of that type knows only one master, the public, and it must be ready to fight its battles at all times. A governmental or privately subsidized newspaper can not have the interests of the public at heart. The most important function of a newspaper is to give a message of good citizenship, loyalty and Americanism to the greatest number of people and in so doing it has accomplished one of the greatest safeguards to American liberty and happiness. A large group of persons want advice and help from the newspapers."

Mr. Hopwood described the printing of testimony in the recent Peaches Browning divorce scandal as an offense against decency.

"If we do not clean house the authorities will step in and do it for us. A newspaper should be a gentleman and no gentleman would tell the story of Peaches and Daddy Browning in a mixed group," he declared. The influence of tabloid newspapers in America was discussed and he warned newspaper owners and editors not to become so self satisfied that they make that type of paper possible. "Tabloids are an infectious disease to the decent, human type of newspaper in that the human newspaper is compelled to border on tabloidism to meet the competition," Mr. Hopwood said. "The fundamental thing that newspapers must always remember is that they can not dodge the large responsibility that has been placed upon them," he added.

Other speakers were L. H. Millikan of Indianapolis, a charter member of the fraternity at DePauw university, who outlined the history of the organization, and James A. Stuart, managing editor of the *Indianapolis Star* and national vice president of the fraternity, who discussed the present activities of the fraternity. Visiting newspaper men included Edgar T. Cutter of Chicago, chief of the central division of the Associated Press; James J. Patchell, president of the Indiana Republican Editorial Association and editor of the *Union City Times;* William F. Cronin, editor of the *Terre Haute Tribune;* Will C. Feudner, general manager and Roy E. Harrold, editor of the *Rushville Republican;* George W. Purcell, editor of the *Bloomington World;* Frank R. Elliott, director of publicity, Indiana university, Bloomington; J. W. Piercy, professor of journalism, Indiana university; Robert A. MacMahon, director of publicity, Purdue university, Lafayette, and R. A. Brodechecker, editor of the *Brownstown Banner.*

John Meiney of the *Indianapolis News* was elected president of the Indianapolis association; Volney B. Fowler of the *Indianapolis Times,* vice-president and Russell Campbell of the Indianapolis Star, secretary-treasurer. They will serve for one year.

DR. BALL SUCCEEDS LATHAN

Journalism Dean New Editor Charleston (S. C.) News and Courier

Dr. William Watts Ball, dean of the school of journalism of the University of South Carolina since 1924, has accepted the editorship of the *Charleston* (S. C.) *News and Courier,* and will assume direction of the paper about the middle of June.

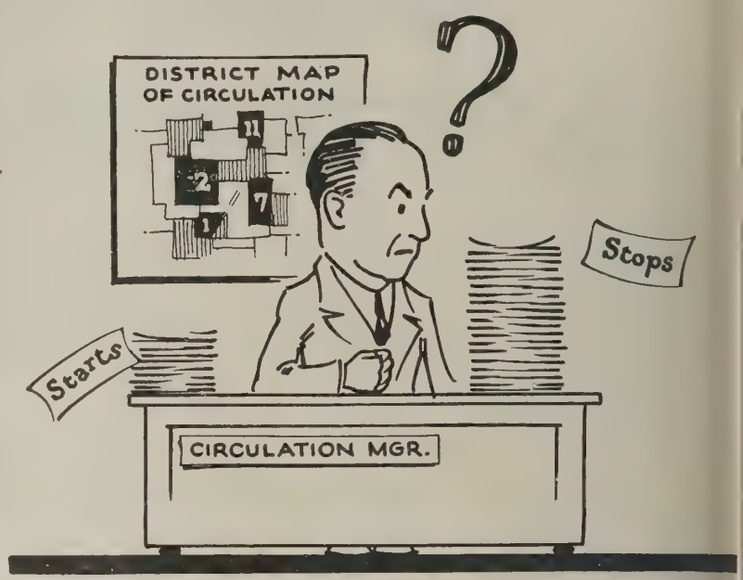
Dr. Ball has been engaged in journalism for 35 years, and has been connected with four daily newspapers in the state of South Carolina. He was editor of the *Charleston Evening Post* and of the *Greenville News,* then assistant editor of the News and Courier, being associated with Major J. C. Hemphill, who later went with the *Richmond* (Va.) *Times-Dispatch,* as editor. In 1909, Dr. Ball went to the *Columbia State* as managing editor and, upon appointment of the editor, William E. Gonzales, to be American Minister to Cuba, in 1913, he was for ten years editor of the State.

Thomas P. Layne, formerly city editor, now managing editor, is in active charge of the News and Courier, since the resignation of Robert Lathan, editor, who has accepted the editorship of the *Ashville* (N. C.) *Citizen.*

OLYMPIA PAPER SUSPENDS

The *Olympia* (Wash.) *Capital Review* has suspended publication.

A MESSAGE . . *to Circulation Managers*



Don't you wish you knew why?

EVERY circulation manager knows where his coverage is weak and where it is strong. But few know their duplication or their weaknesses as compared with competition, district by district throughout the whole market. Scarcely any have a complete picture of popular feeling toward *all* competing newspapers.

Minute details, regarding the strength and weakness of every newspaper in the field, are revealed in Knight Certified Market Studies. Such facts are of vital importance not only to circulation managers, but also to editorial and advertising departments. The answer to any newspaper reader problem is to be found in only one place—*the reading family.*

To National Advertisers and Advertising Agencies

You welcome correctly obtained, unbiased market data. You want something more than conventional facts on income tax reports, population totals and circulation statistics. Knight Certified Market Studies delve exhaustively into the personal element behind cold figures. More than five years of specialized, economic study in more than forty American markets give authority to Knight Certified Market Reports. Write for a complete list of these markets. You will appreciate the helpful spirit of publishers who have made such facts available in such cities as:

CHICAGO MINNEAPOLIS MEMPHIS
WASHINGTON RICHMOND LOUISVILLE
HARRISBURG ERIE ROCHESTER

CERTIFIED MARKET STUDIES

EMERSON B. KNIGHT, Inc.
INDIANAPOLIS, INDIANA

—Mr. E. B. Knight will be registered at the Waldorf-Astoria Hotel during the A. N. P. A. Convention and will be glad to make appointments with executives interested in Knight Service.—

Journal Leads in 1926 Gains!



Leads in **local** advertising gains!

Leads in **national** advertising gains!

Leads in **total display** advertising gains!

Leads in grand **total linage** gains!

The JOURNAL
Portland-Oregon

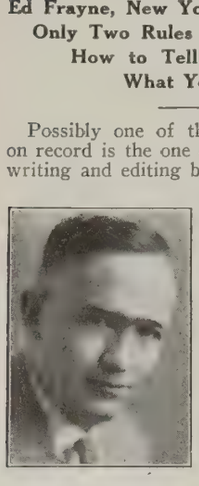
BENJAMIN & KENTNOR COMPANY, Special Representatives

CHICAGO 900 Mallers Bldg. | NEW YORK 2 West 45th Street | LOS ANGELES 401 Van Nuys Bldg. | SAN FRANCISCO 58 Sutter Street | PHILADELPHIA 1524 Chestnut Street

SHORT CREED ISSUED FOR SPORTS WRITERS

Ed Frayne, New York American, Says Only Two Rules Needed—"Learn How to Tell It and Tell What You See"

Possibly one of the shortest "creeds" on record is the one drawn up for sports writing and editing by Ed Frayne, sports editor of the *New York American*.



ED. FRAYNE

"My creed," said Frayne the other day, "is very simple.

"1.—Learn how to tell it.

"2.—Tell it the way you see it."

Frayne is one of a number in New York who have put the reverse English on Horace Greeley's famous advice. He first started writing sports on the old *Los Angeles Herald* in 1910. One of his colleagues out west was Hugh Baillie, now general manager of the United Press, but who, before he became interested in the cash register side, was generally conceded a topnotch reporter and news writer.

Frayne was asked if he didn't think it was necessary for a sports writer to have had some training in athletics himself.

"It is helpful, but not essential," he replied. "As I look at it, writing, or the ability to write, is born with the individual and cannot be cultivated. With most newspapermen, it is a knack, while with some, like Damon Runyon, Bill McGeehan and the late Charles E. Van Loan, it amounts to a positive gift.

"Take Runyon, for instance. I can't imagine Damon ploughing his way through eleven 200-pounders for a four-yard gain on the football field. Neither can I picture Damon trading right hands with Dempsey for any considerable length of time, nor with Sammy Mandell for that matter. I imagine Sammy would be nearer to his weight. Nor can I visualize Damon pulling the stroke oar for the Navy in the Poughkeepsie race. I'm afraid he would get thirsty for a cup of coffee shortly after they had passed the first mile.

"But you can take the Notre Dame football team and Dempsey and Mandell and the Navy crew and pit the whole outfit against Runyon in a writing match. He'll write their ears off.

"Charlie Van Loan, by the way, was working as a shipping clerk in San Francisco along about the time Willie Heston was battering his way to glory with the Michigan 'Point-a-Minute' eleven. However, Mr. Van Loan did quite well considering his lack of experience.

"So I am unable to see why the ability to row 4 miles has anything to do with the ability to paint the picture on 8-point linotype slugs.

"The proof of my contention is that newspapermen have to write the copy for the world's three greatest living athletes."

Frayne started his newspaper training under Jay Davidson who in 1910 was one of the best known western boxing writers. Davidson was a contemporary of W. W. Naughton, "Beany" H. M. Walker, Tad and that group. Frayne's first regular work was on the staff of the *Los Angeles Record* in 1912, where he succeeded Baillie as second man on the two-man sports staff. From that year until last December Frayne remained with the Record, becoming sports editor in 1914. For three years he tried farming and still owns a ranch on the Colorado river in California.

Boston Traveler

Now Set In

TRADE LINOTYPE MARK

Ionic No. 5

HAVE YOU YOUR BICYCLE?

Chicago Firm Offers to Take Payment in Advertising

And now newspaper publishers are being asked to accept bicycles in payment for advertising space.

If prominent newspaper publishers are seen pedalling to their offices in the near future, don't be surprised. They have merely accepted the amazingly tempting offer of George S. Lewis, vice-president and general manager of the Mead Cycle Company, 162-172 North Clinton street, Chicago.

"Our proposition," Mr. Lewis explained in a recent circular letter to newspapers, "is to supply you with one of our finest $60 Iroquois Motorbike bicycles as shown on the reverse side of this sheet, you to pay one-third cash ($20) and two-thirds advertising space $40 at your regular rates. Option, if desired, the $55 Iroquois Roadster on the same terms, i. e. one third cash ($18.35) and two-thirds advertising ($36.70).

Mr. Lewis also provides an additional sensation to publishers who have nickel banks for their children or who still have "mite boxes" on the mantelpiece in expectation of next year's Lenten season. All bona fide inquiries received from advertising placed at the bicycle rate will be paid for at the rate of 5 cents per inquiry.

"This arrangement," Mr. Lewis confides, "will show us whether we are justified in continuing our advertisement with you on a strictly cash basis."

But who wouldn't rather have a bicycle?

ANIMATED ADVERTISING BALL

Denver Ad Women Raise Funds to Entertain I. A. A. Delegates

DENVER, Colo., April 22.—For the benefit of a fund for the entertainment of delegates to the International Advertising Association convention here June 26-29, an Animated Advertising Ball under the auspices of the women's group of the local Advertising Club was held in the City Auditorium April 21.

Practically all the products adverti extensively in this territory were rep sented in the Grand March of the Adv tisements, which began at 10 p. m. T stage setting, skillfully designed, took form of a huge book, of which the pa were turned as each successive group peared. These exhibits, which w greeted by enthusiastic applause, were troduced by the Master of Ceremonies

The excellence of the exhibits testifi to the careful thought and planning wh had gone into their preparation.

Dancing followed the presentation the final participant in the grand mar

Admission to the auditorium to vi the grand march was 50 cents. Tick which included the privilege of danci were $1.

Arrangements for the ball were in hands of a committee representing t feminine members of the Advertisi Club and the Women's Auxiliary. T chairman of the committee is Miss Ma J. Richey, advertising manager of t Daniels & Fisher Stores Company.

IOWA WEEKLIES MERGED

The *Glenwood* (Ia.) *Opinion* and t *Glenwood Tribune* have been consolidat and will be published hereafter as semi-weekly, the Glenwood Opinio Tribune. The Choates brothers w publish the new paper, having been pu lishers of the Opinion the last 10 yea

Looking for a Circulation Booster?

Try Photoradiogram Service

The Radio Corporation of America is equipped to transmit pictures, advertisements and other documents by radio between London, New York, San Francisco and Honolulu. This service is quick, efficient and accurate. Pictures are received at the nearest picture receiving station to the addressee and forwarded by special delivery or airmail or, if requested, by "Telephoto."

Photoradiograms are transmitted from a film five inches wide and the charges are based upon this dimension as the standard width. The rate is $16.00 per inch of depth and the minimum charge is $50.00. Thus a standard 5″ x 7″ picture would cost $112.00.

Any special information or advice in connection with the Photoradiograms service via RCA will be given gladly to members of the A. N. P. A. by Radio Corporation representatives.

MANAGERS AND EDITORS:

Would you be interested in showing in the window of your office, radio pictures being received from London, New York, San Francisco and Honolulu?

A machine receives these radio pictures 15″ x 21″. Exhibit it for a week receiving pictures continuously all day.

Your paper could be on sale with pictures of events of the world a few hours after taking place.

A whole page every day of radio pictures. Think of the prestige and interest to be gained through such an exhibition of speed!

RADIO CORPORATION OF AMERICA

64 Broad Street, New York, N. Y.

Because The Columbus Dispatch is continuously FIRST

---in amount of local news, telegraph news, cable news

---in sports news, society news, women's news, radio news

---in number of entertaining and informative features

---in sane, sound, unbiased editorials

---in inimitable cartoons

---in fiction, in children's stories, in comics, in illustrations

---in paid advertising

---in all the extraordinary services a great newspaper gives its readers

---in everything that makes a newspaper great, interest for the reader, pulling power for the advertiser

it is today, even more than ever, dominant in circulation

The Average Net Paid Daily Circulation for the 6 Months Ending March 31, 1927 - Being

113,678

FIRST IN CITY CIRCULATION
★60,216

rritory included as city represents news stands, street sales and all that is within city carriers' delivery.

FIRST IN SUBURBAN CIRCULATION
★28,937

*All that is within an average radius of thirty-five miles and includes the counties of Delaware, Union, Madison, Fayette, Pickaway, Knox, Fairfield, Perry, Licking and Morrow.

FIRST IN COUNTRY CIRCULATION
★24,525

*All circulation other than city or suburban delivered by agents, dealers or by mail.

OHIO'S GREATEST HOME DAILY

ATLANTIC MONTHLY MAY SUE DAILIES FOR COPYRIGHT INFRINGEMENT

Gov. Smith's Reply to Marshall, Printed Prematurely in N. Y. Daily News and Boston Post, Stolen, Says President —Publication Scored

LEGAL action will probably be taken against newspapers which violated release dates in publication of Governor Smith's letter to the *Atlantic Monthly* on politics and religion, William S. Rossiter, president of the publishing concern said in a statement issued in Concord, N. H., April 19.

He declared that one or more copies of the May issue of Atlantic Monthly containing the letter, were stolen from the plant of the Rumford Press in Concord last Friday. The letter appeared in the *New York Daily News* on Saturday morning and in the *Boston Post* on the same day. The copies, after they were stolen, according to Mr. Rossiter, were "delivered to someone who purported to be the representative of an out-of-town newspaper."

"It appears from the investigation made by the Rumford officials that one or two copies of the Atlantic had been stolen by an employe of the company on Friday last and delivered to some one who purported to be the representative of an out-of-town newspaper," President Rossiter said. "This man has been discharged by the Press.

"In all probability the leak occurred in this manner, and it seems probable that the Atlantic will take legal action against newspapers that have benefited by this illicit proceeding."

Several New York newspapers editorially attacked the *Boston Post* for breach of faith. *New York Evening World* said the premature release was "much worse offense from the newspaper standpoint than any transgression of the copyright laws which may be involved. It was a breach of faith, a violation of confidence and a dishonor to the profession."

The *New York Sun* carried the following caustic editorial:

"One of the most treasured possessions of the American newspapers is the trust reposed in their good faith. A President's message, for example, is in the hands of thousands of newspapers many days before it is delivered, yet it is not printed or commented upon until its delivery has begun. So with the speeches and statements of other notable men and with the advance proof sheets of books and magazines—at least this was true until Saturday last, when the Boston Post and a New York tabloid—the Daily News—violated a professional trust.

"All the newspapers were notified about a week ago by the Atlantic Monthly that Governor Smith's reply to Charles C. Marshall would be in their hands in time for publication on April 25. The Atlantic impressed on the newspapers the fact that it owned the copyright of the article and that any putative copy of the Smith letter received from any source except the magazine itself should be regarded as unauthorized. The Atlantic said furthermore—it then seemed unnecessary to say it—that it would demand punitive damages for any violation of its copyright by publication in advance of the release date established by it.

"The Boston Post and the New York Daily News obtained and published an important part of Governor Smith's letter on Saturday. It was more than a violation of the Atlantic's copyright. It was a betrayal of the confidence reposed in the American press by a magazine which, in a spirit of public service, had agreed to release an important public document to all the newspapers at the proper time. The breach of faith caused the Atlantic to release the letter for general publication today.

"The distinguished magazine which has been mistreated by the Boston Post and the New York Daily News may well be indignant and seek redress in the courts. But its indignation does not match that of the honorable newspapers of this country. They are aroused at this malodorous offense against common honesty. It is the first time in this generation, so far as The Sun knows, that any American newspaper has committed this meanest of crimes against journalism."

The editorial reply made by the Boston Post, appearing on Wednesday, follows:

"Our eminent contemporary, the New York Sun, must be quite annoyed at the clean 'beat' administered by the Daily News of New York and the Boston Post. Otherwise it could not seriously make such unwarranted and baseless charges as 'offense against common honesty' and 'violation of professional trust' in its editorial comment on the publication of parts of Governor Smith's famous letter prior to its appearance in the Sun itself.

"As a matter of fact, the Sun's statement is false and its implications are false. The Post received no such 'release notice' as stated in the New York papers. Nor was the letter fraudulently obtained by the Post. The Post's record for good faith in all matters is too well known to need further amplification of statement. Neither the Sun nor any other paper has a better record.

"The nub of the matter is that the Post legitimately gave its readers an adequate, accurate instalment of excerpts from the famous and important letter two whole days before the New York Sun and other contemporaries printed the news! No wonder the Sun is sore!"

In an editorial published Sunday the *New York Daily News* declared the "excerpts" it printed of Smith's statement were received from its Boston correspondent in the ordinary course of business. It maintained there was no breach of confidence or violation of copyright involved in its publication on Saturday, two days prior to the release date observed by other newspapers.

Macdonald DeWitt, attorney for the Daily News, told EDITOR & PUBLISHER that there was no grounds for any suit against the paper.

N. Y. GRAPHIC DECISION MONDAY

Magistrate Joseph E. Corrigan will hand down his decision Monday, April 24 in Homicide Court, New York, in the action brought by John S. Sumner, secretary of the New York Society for the Suppression of Vice, against Bernarr Macfadden and three employes of the *New York Evening Graphic*. The charge is violation of the penal code relating to the publication of criminal news and improper pictures.

NEW ADVERTISING SCHOLARSHIP

A scholarship for a student majoring in advertising has been established at Syracuse University. It will be awarded by the Z. L. Potter Company, advertising and sales counsel, Syracuse.

S. D. WEEKLIES MERGED

The *Redelm* (S. D.) *Record*, established 10 years ago, has been consolidated with the *Ziebach County News*, Dupree, S. D. The Record has been printed in the News office the last two years.



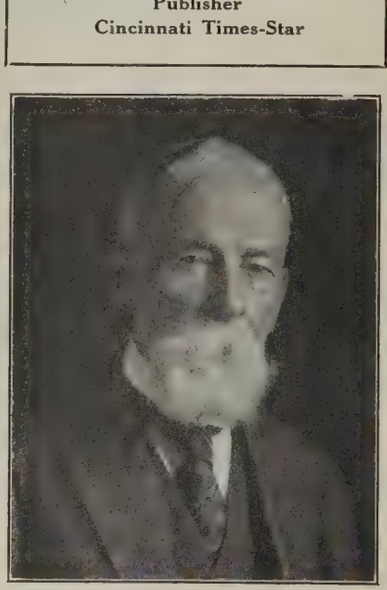
Now Set In

TRADE LINOTYPE MARK

Ionic No. 5

WHAT A. P. MEANS TO ME

By Charles P. Taft, Editor and Publisher Cincinnati Times-Star



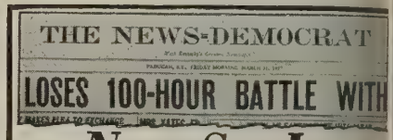
Charles P. Taft

THE Associated Press means character in news, in my opinion. Character in news is the same as character in a statement as between individuals. Just as the interest in a statement made by one man to another is based on the reliability of the teller, the news sent from one part of the world to another has the same basic dependence. If the news agency is reliable, its statements are acted on as if they were firsthand information. This is what I mean in saying that the Associated Press to me means character. The local news and the non-local news make up the sum of the news in the paper, and the non-local news is based on, if not largely obtained from the Associated Press. The local news reporting is measured by the reliability standard of the Associated Press, so that the influence of the Associated Press is felt not only in its own news but also in all other news departments. In general, I feel that, if it is news of non-local character, the Associated Press will have it, and if the Associated Press does not send it out it is just as well to wait a little while to see if the Associated Press does not send it along. There are exceptions, of course, but they are not frequent.

As a pioneer member of the Associated Press, I have noted its progress, its spread to world-wide comprehensiveness and the increasing liveliness in its news presentation.

HEADS THREE MAN JURY

Thomas O'Connor, a photographer on the *Boston* (Mass.) *Globe*, had the unusual experience of being foreman of a three-man jury in the Superior Court in Boston, April 12. This was the first time in the history of Massachusetts courts that three men have sat on a jury. All other members had been excused.



Now Set In

TRADE LINOTYPE MARK

Ionic No. 5

—and we're after the other two!

SUCH is the coverage of the NEWARK EVENING NEWS in the city which a recent survey shows to be the most densely populated city in America.

THIS, together with its 1926 Advertising record proves conclusively that it is the medium to use to cover the richest section of the Metropolitan District.



First in America *in* **National, Automobile** *and* **Classified Advertising** *(In week-day issues)*

Newark Evening News
ALWAYS REACHES HOME

Eugene W. Farrell
Business and Advertising Manager
215-221 Market Street
Newark New Jersey

O'MARA & ORMSBEE, *Inc.*
General Advertising Representatives
New York Chicago Detroit San Francisco

Ionic No. 5

January 1—60 Newspapers Using It

February 1—80 Newspapers Using It

March 1—125 Newspapers Using It

April 1—200 Newspapers Using It

These figures are significant. They show clearly, convincingly, that newspaper publishers—large and small—in all sections of the country—big and little—are finding Linotype Ionic No. 5 the very newspaper body face they have been waiting for—a face that is easier to read and that gives increased lineage. The map on the following page shows some of the 200 and more newspapers using Linotype Ionic No. 5.

© TRADE **LINOTYPE** MARK ©

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

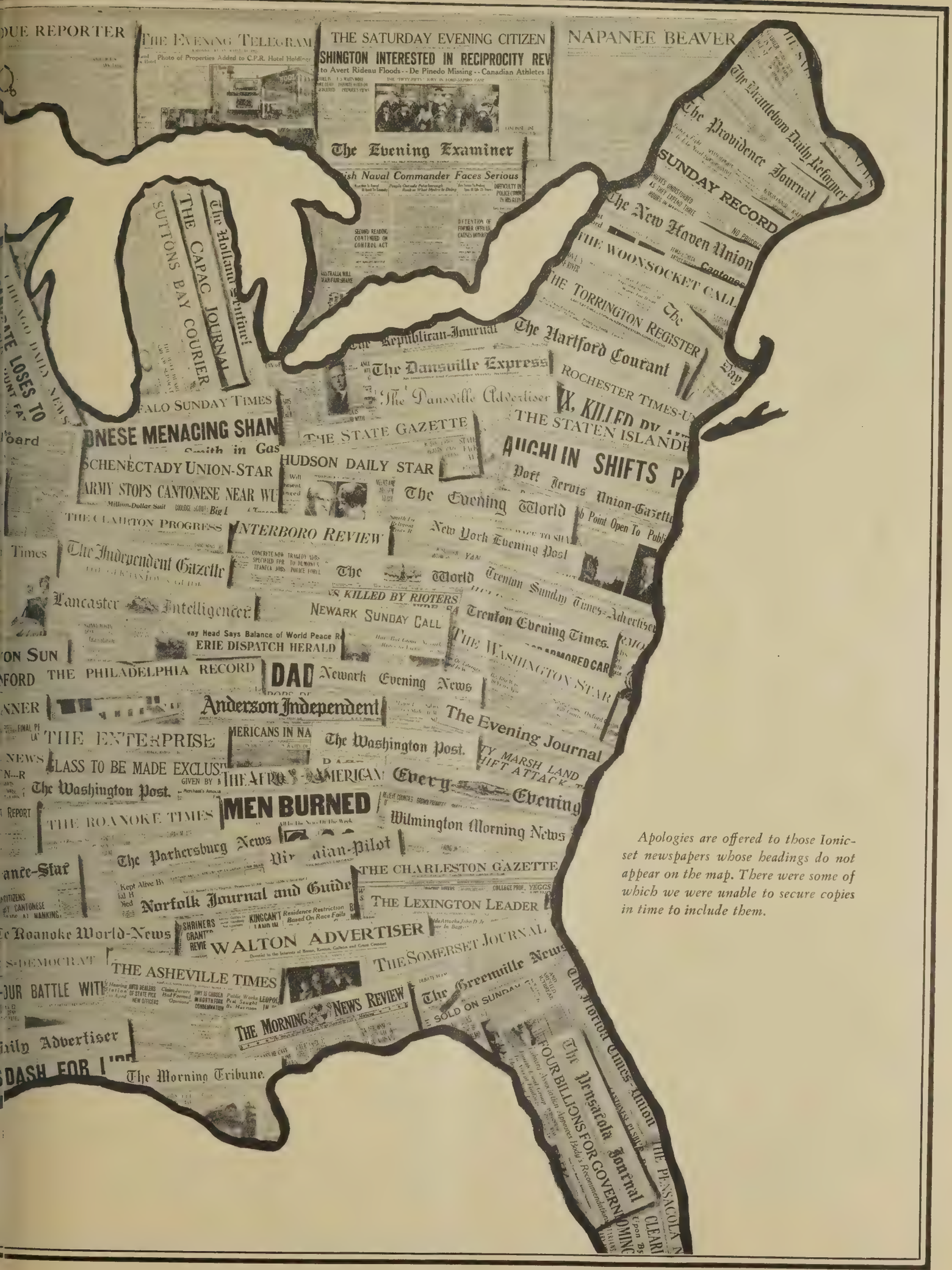
LINOTYPED IN NARCISS AND GARAMOND EXCEPT LARGE TITLE LINE



NOW Set In

TRADE **LINOTYPE** MARK

Ionic No. 5



Apologies are offered to those Ionic-set newspapers whose headings do not appear on the map. There were some of which we were unable to secure copies in time to include them.

The Readable Newspaper

TRADE LINOTYPE MARK — TEXT SET IN 7, 6½ AND 5½ POINT IONIC NO. 5 WITH BOLD FACE NO. 2 — TRADE LINOTYPE MARK

OPTOMETRISTS PRAISE NEW TYPE USED IN THE DISPATCH

"Decided Improvement" Is Comment — Hailed as Boon Particularly to Elderly Persons Whose Eyesight is Beginning to Fail—Newspaper Used in Test

From the Columbus Dispatch

Opticians and optometrists of the city were enthusiastic concerning the higher visibility and easier reading qualities of the new type now in use by The Dispatch, when interviewed Wednesday.

In one instance The Dispatch is being used in testing, while in another case a Dispatch reader told an optician that the type was too clear and that it dazzled her eyes to read it.

According to C. N. McDonnell, former president of the American Optical Association, the new type already has received the indorsement of the American Optical Co., largest manufacturers of lenses in the world, of which company Professor Charles Sheard, formerly of the Ohio State university, is president.

Decided Improvement

"The new type is a very decided improvement," McDonnell said, "particularly to people over 40 years of age, whose eyesight is beginning to fail, it is a boon."

Wm. A. LeVeck, of the firm of McGuire & LeVeck, 50 North Third street, said that the old type was murky and blurred. "The new type is a vast improvement," LeVeck said. "I use The Dispatch to ascertain at what distance a reader normally holds a newspaper and yesterday one man found that he could read the small type of the weather report much better than the old type used in The Dispatch."

W. F. Savage, manager of the Franklin Optical Co., 46 East Long street, who was employed on The Dispatch as a typesetter 35 or 40 years ago, said that he noticed the change in type instantly and that after interviewing several friends, he found all emphatic in praise except one lady, who claimed the type too clear.

Cleaner Cut

Testing it under three lamps at different angles, Savage said that the type was much clearer and easier to read than the old type.

"The new print can be read with much more comfort," said C. O. Haines of the C. O. Haines Co., 47 East Gay street. "It is a cleaner cut type and there is a pronounced difference. I noticed the change instantly and am mighty glad to see it."

Emphasizing the improvement in reading qualities, C. R. Crist of the Stanley Optical Co., 46 East Long street, said: "The Dispatch is to be commended not only for getting the news for the public but in serving its readers in so many other ways of which this is one."

Better For Eyes

The new type is much easier on the eyes; it is clearer and shows a greater contrast," said Clyde S. Reed, 108 South High street.

"The new type seems easier to read and is better for the eyes," said Robert Hageman of the Ohio State Optical Co., 134 East State street.

"I like the new type better," said I. E. White, 22 East Gay street. "It catches the eye quicker, probably because it has the appearance of being blacker. The sharper contrast between the paper and ink makes it more readable."

"I greatly approve the change," said Stanley L. Copeland, 37 South High street. "It shows a greater contrast between the paper and type."

"Because it stands out better, it seems much easier to read the new type," said A. W. Magnuson of the Harris Co., 5 North High street.

More Reading Comfort

"The new type is bound to give much more reading comfort to the public and cause less eyestrain," said Jay G. Tripp, 82 North High street.

"I find that in using the new type it makes it much easier for people to read and consequently it is easier on the eyes, particularly for people over 40," said P. C. Harris, 136 North High street. "Even those with normal vision find reading the new type less of a strain. When we consider that the eye has direct communication with the brain, the eye seeing and the brain distinguishing, one cannot doubt but that we get more sense out of our reading when the eye functions nor-

First two columns set in

7 Pt. Ionic No. 5

An extremely clear and readable face, ideal for the paper that can afford the space for a 7½ or 8 point body.

Third column set in

6½ Pt. Ionic No. 5

Where conservation of space is a consideration of primary importance this is the face to use.

Fourth column set in

5½ Pt. Ionic No. 5

A splendid type face for classified columns, market reports, legal notices and all other similar purposes.

Ionic Increases Word Count and Also Legibility

Permits Reduction of Type Size Producing Greater Word Capacity, Yet Is Much Easier to Read.

Splendid Even Set Solid

Comparatively Short Ascenders and Descenders Give Open Appearance Between Lines.

The selection of a newspaper type dress, whether for news columns or classified ads, calls for the careful weighing of two factors: legibility and word count. It is ordinarily assumed that one must be sacrificed for the other, but this is not necessarily true as may be seen by a study of the new face, Ionic No. 5, in which these two desirable qualities are combined to a remarkable degree.

The growing demand for space, with which publishers constantly find themselves confronted, presents a problem that can now be met in a satisfactory way.

A smaller size of Ionic is as easy to read as a larger size in some other face, hence a reduction in type size does not mean lessened legibility, but instead means easier reading than the type face originally used.

The comparatively short ascenders and descenders give the lines an open, leaded appearance even when they are set solid. The 5½ point size may be set 14 lines to the inch, with special short descenders; the 6½ point may be set on a 6½ point slug and the seven on seven, or they may be leaded to any desired extent.

Has Even, Restful Tone

This new Ionic is an exceptionally readable face. The openness of the rounded letters—the height and width of the lower case—the clear-cut capitals—the size and fullness of the figures—the absence of marked contrast between thick and thin strokes—the well-fitted units—the maximum letter-count—all of these things go to make this new type a most desirable newspaper face. There are no "pin-holes" or sharp corners to fill up with ink; no fine lines to break down in stereotyping. The even color of the character is particularly adapted to the "roughness" of newspaper stock. The outstanding advantage of the new face is its conservation of vision. The even tone throughout is restful to the eyes without being monotonous. There is enough variation to avoid tiresomeness, yet not enough to be disconcerting. A happy medium has been effected. Various degrees of leading can be used to advantage, or the lines

POSITIONS WANTED—MEN

ACCOUNTANT—Books opened, audits, tax reports; part time bookkeeping at reasonable rates. Piper, 41 John st. Beekman 4581.

ACCOUNTANT—Expert, will keep few small sets books. D 103, Herald Tribune, Downtown.

ACCOUNTANT—Audit, systems, bookkeeping arrangements; taxes; financial statements; moderate fees. Cathedral 5372.

ARCHITECTURAL—General Draughtsman, 25 years' experience in New York; take care of large work. D 96, Herald Tribune, Downtown.

ARTIST PLASTIC—Young man; also book cover designer in ink. Plaster caster wants connections. Phone Orchard 305, after 6 p. m.

BOOKKEEPER—Beginner; references. John Muratori, 37 E. 58th st. Regent 7340.

BOOKKEEPER—Cashier, neat, experienced; excellent references. D 11, Herald Tribune, Downtown.

BUTLER wishes position private family; personal references; city, country. Lotz, 120 W. 102d.

BUTLER, useful, thoroughly experienced; excellent references; Friday. Mason's Agency, 47 East 44th.

LEGAL NOTICES

SUPREME COURT, NEW YORK COUNTY—PETER F. MURPHY, Plaintiff, against E. DEAN FULLER, Defendant.

YOU ARE HEREBY SUMMONED to answer the complaint in this action, and to serve a copy of your answer, or, if the complaint is not served with this summons, to serve a notice of appearance, on the plaintiff's attorney, within twenty days after the service of this summons, exclusive of the day of service. In case of your failure to appear, or answer, judgment will be taken against you by default for the relief demanded in the complaint.

The foregoing summons is served upon you by publication, pursuant to an order of Hon. Phoenix Ingraham, dated the 3rd day of December, 1926, and filed with the complaint in the office of the Clerk of the Supreme Court, at the County Court House, in the City, County and State of New York.

Dated, the 3rd day of December, 1926.

BERNARD ARONSON, Attorney for Plaintiff.

Set 14 Lines to the Inch (Short Descenders)

HAVANA RESULTS

FIRST RACE—Purse $700; claiming; three-year-olds and upward; five and one-half furlongs.

Play Hour, 115	(Henslein)	4–1	8–5	4–5
Gussie P., 107	(Dale)	—	even	1–2
Kalakaua, 110	(Catrone)	—	—	6–5

Time—1:07 3-5. Liborio, Bellefonte, Voorfloor, Pilades, Seapen, Baalbeck II, Zoona, Clean and Bachelor's Error also ran.

SECOND RACE—Purse $700; claiming; three-year-olds and upward; five and one-half furlongs.

Lew Pope, 115	(Groos)	8–1	3–1	8–5
Lieut. Farrell, 110	(Fishman)	—	even	1–2
Cappie, 107	(Pickens)	—	—	2–1

Time—1:07 3-5. Ceres, Adventuress, P. T. Barnum, Acquitted, Little Jennie, Eileen M. Ranock also ran.

THIRD RACE—Purse $700; claiming; three-year-olds and upward; five and one-half furlongs.

Appellate, 108	(July)	4–1	8–5	4–5
Winding Th'gh, 107	(Pickens)	—	even	1–2
Vasquez, 107	(Morar)	—	—	4–5

Time—1:08. Brier Hill, Serline, J. Marrone II, Oblique, Ponce, Yellow Pine and Countess Claridge also ran.

DOMESTIC BONDS

Sales (000 omitted).	High.	Low.	Last.	chge.
1 Alum 7s '33	106	106	106	——
37 Am G & El 6s	100½	100	100½	r ¼
21 Am P & L 6s	100	92½	99½	——
2 Am Roll M 6s	103	103	103	——
20 Am Seating 6s	99½	99½	99½	——
6 Am W Wks 6s	97⅞	97¾	97¾	——
3 Anacon Cop 6s	103	102⅞	102⅞	— ⅛
10 Appala'n Pr 5s	94⅞	94⅞	94⅞	— ⅛
16 Assoc G & El 6s	102	101⅝	101⅝	— ¼
18 Assoc S H 6½s	97½	97½	97½	——
5 Atl Fruit Inc 8s	19	19	19	——
9 Beaver Bd 8s	99	98¼	98¼	— ½
5 Bell T Can 5s	100¼	100¼	100¼	— ¼
1 Buff Gen El 5s	102	102	102	——
1 C N R Equip 7s	111⅜	111¾	111⅜	r ¼
25 Car Pr & Lt 5s	99	99	99	——
29 Cities Svs 6s	93⅝	93⅛	93¼	+ ⅛
1 do 7s D	112	112	112	+ ⅛
2 Cs G C 5½s E	106⅝	106⅝	106⅝	+ ⅝
1 Cons Tex 8s	84	84	84	+ ⅜
6 Cont Cor 6s	98¾	98½	98⅜	+ ¾
1 Cub Tel 7½s	110½	110½	110½	——
6 Cudahy 5s	96¼	96¼	96¼	+ ¼
6 Det C Gas 6s	107½	107½	107½	——
10 Duke P P 6s	102¾	102½	102½	— ⅛
1 E Ter 6s	100½	100½	100½	——
1 El Refrig 6s	103⅞	103⅞	103⅞	——
6 Fisk Rub 5½s	97⅝	97½	97⅝	——
2 Galena S O 7s	91	90	90	— 1

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

Display Type is Linotype Bodoni Bold

WHAT'S WHAT IN THE FEATURE FIELD

'Abie's Irish Rose" Prepared for Newspapers in Serial and Strip Form —Lives of the Living in Picture Strips—New Science Service Features

ROADWAY'S Methuselah of plays, the most talked of theatrical produc- of the age, "Abie's Irish Rose,, will n shortly for a run in the news- ers.

nne Nichols, author of the play that made her a millionairess, has signed ontract with Howard Wheeler, gen- manager of the United Feature Syn- te, turning over the newspaper serial comic strip rights to that syndicate release. Shortly after the contract signed with United Feature Syndicate, book rights to the serial were acquired Harper & Brothers. The book, how- will not be published until after the paper serialization is completed.

iss Nichols is now in Paris, where is completing the manuscript chang- he dialogue of the drama into serial for newspaper use. According to nt plans the first chapter of the l will be ready for publication June It will run for 70 daily installments. omic strip drawn around the char- s of the play and serial will start on as the latter is finished.

e United Feature Syndicate is hold- a reception on Tuesday afternoon week at the Waldorf for Miss Elsie ols, sister of the playwright and ng lady of the New York cast of s Irish Rose."

---

der the title of "Lives of the Liv- reat," the O'Dell Newspaper Serv- New York, has prepared a number ographies of famous celebrities of in picture strip form for news- publication. The first on the ule is the life of George Bernard , with the text of the strip written rchibald Henderson. Thomas A. n has also authorized the publica- of his life in strip form. It be written by Arthur J. Palmer, five years associated with Mr. n, and drawn by Frank Kuchen- r, formerly cartoonist of the *n Herald.*

---

ent additions to the Science Service nclude: "Ask Yourself"; "Test elf"; "Ventures"; "How Bright Is Baby?"; "The Big World of Little s"; and "Golf."

---

ss Bluebeard" is the title of the "love problem story" from the pen zel Deyo Batchelor, Ledger Syndi- riter.

Henle Newspaper Syndicate, Inc., York, has obtained the newspaper rights to six short stories by Ach- bdullah.

---

liam Nelson Taft is the creator of Do You Know You Know," a question-and-answer feature dis- d by the New York Evening Post ate.

---

n Billy De Beck, who draws y Google and Spark Plug" let his p and Spark Plug's baby colt ar- it gave him an idea for a contest. ed readers to send in suggestions ne the new horse. So far thou- of letters have been received in se, according to King Features ate, which sells this strip to edi-

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lock Holmes is staging one of his c "returns" in three new stories by thor Conan Doyle which are be- ered to newspapers by the Ledger ate, Philadelphia.

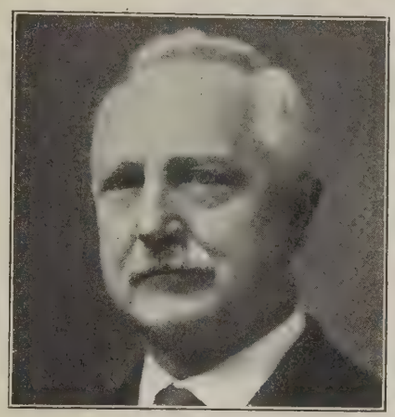
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ge E. Shipway is a director of n Features, Inc., New York and nd. instead of E. L. Shipway as ted.

Jack R. Hornady, southern business representative of the King Feature Syndicate and International News Service, and Mrs. Hornady are parents of a daughter born at Atlantic City, April 2.

WHAT A. P. MEANS TO ME

By G. B. Dealey, President, Dallas (Tex.) News



G. B. Dealey

TO the *Dallas Morning News,* the Associated Press means a news service that embodies all the desirable qualities featured in the well-known slogans, such as "All the News That's Fit to Print" and "The News While it Is News."

It is complete, covering everything of importance both in foreign and domestic fields.

It is as prompt and as interesting as is compatible with truth and accuracy.

It is well written, clear.

It is not only thus intrinsically meritorious, but it is valuable because of the favorable reputation of the Associated Press, which is internationally recognized as standing for the highest ideals of journalism, as being reliable, as having no enemies to punish and no friends to reward, as being above the acceptance of propaganda, as being enterprising, sparing neither money or effort to gather the facts and disseminate them for the benefit of the public.

In short, the Associated Press service is valuable to the Dallas Morning News because it is adequate and reliable and because everybody knows that it is such.

HOME-BUILDING SERIAL

Allentown Resident Author of Story Being Run by Morning Call

A newspaper serial on home building written by a local resident and illustrated by pictures of local men and women is being used by the *Allentown* (Pa.) *Morning Call* to create interest in the model house it is building in conjunction with Allentown building material advertisers.

Author of the serial and the new idea in promoting home building is John Y. Kohl, Sunday editor of the Morning Call. The serial is entitled "The Ring or the Rung." The scene is laid in Allentown. Pictures illustrating the story were taken by M. C. L. Frantz, the Call's staff photographer.

Co-operating firms have placed advertising contracts considerably in excess of the total cost of the model house, according to Charles C. Curtis, advertising manager.



SEVERAL hundred publishers have already recognized the many advantages of Certified Dry Mat Cold stereotyping.

Among the exclusive users of Certified Dry Mats are the

New York Times
New York World
Buffalo Times
Cleveland Plain Dealer
Detroit Times
Los Angeles Examiner
San Francisco Examiner

What better proof is needed that Certified Dry Mats merit your investigation?

We invite your comparison, for to compare is to know.

CERTIFIED DRY MAT CORPORATION
340 Madison Ave. New York, N. Y.

for wet mat printing with DRY MAT facility—use Certifieds

MADE IN U. S. A.

EDITORIAL

1927 CONVENTIONS

ANNUAL conventions of the American Newspaper Publishers Association and the Associated Press come as familiar harbingers of Spring. This year they will bring to the metropolis probably the largest number of editors and publishers in the history of these organizations.

This is the 41st annual gathering of the members of the A. N. P. A. The program, as usual, is not announced in advance, but consideration of matters related to standards, now being dealt with by two new bureaus, will provide subjects of leading interest. How to curb the amazing waste that curses every newspaper establishment will continue to be a challenging question, but A. N. P. A. this year is able to provide technical information as a guide.

Some strong resolutions condemning the outrageous abuse of the press by commercial and industrial press agents are looked for this year. The matter was sadly neglected by the 1926 convention. It seems to EDITOR & PUBLISHER that the time has come to control this evil by united action, which must be initiated by publishers in cooperation. Standards of practice must be erected and enforced. Every side of this subject has been exposed. Every publisher and editor knows that it is a flagrant abuse of the trusting reading public and the biggest economic leak in the advertising barrel. Common sense and professional honor demand that sly free advertising, most of which is given as a bonus to the more audacious national advertisers, be eliminated from news columns. EDITOR & PUBLISHER earnestly hopes and believes that the A. N. P. A. will this year attack the subject without gloves.

Many of the delegates to the conventions this year are attracted by important questions that have arisen in the affairs of the Associated Press. Some of them are fundamental, organization questions, highly controversial. In some respects this gathering of the members of the A. P. is the most important ever held. These questions must be threshed out on the floor of the convention, fully and freely, all with the object of sustaining the best traditions of the great organization that has in such large measure contributed to the upbuilding of the American press, and of accepting new ideas in line with rational progress. If the structure of the A. P. has faults they can be corrected by action of the membership. The fundamental laws are clear. There is nothing in the situation, as we see it, that cannot be adjusted to suit all interests.

EDITOR & PUBLISHER welcomes the newspaper men of the nation to New York and rejoices with them in another year of unparalleled prosperity. What they have done in a cooperative way in the past has yielded a rich fruit. The newspaper business is on a sound foundation and is the best equipped press for public service that the world knows. We have justified pride in this mighty engine and in those who, by patient and intelligent effort, have reared it to its place in our national life.

There is nothing the matter with the buying power of a nation that last year had a gross income of 89 billions of dollars, with increased savings bank deposits of over a billion, with 80 billions of insurance in force and with banks reporting an important shift from demand to time deposits.

DAD DENIES CHILD

A CORRESPONDENT of the *New York Herald Tribune* asserted that the word "biannually" does not mean once in two years, whereupon Dr. Frank H. Vizetelly wrote to the editor thus: "Lexicographically, for at least one-half century, *biannual* has been used for *biennial*, and these senses are to be found recorded in every dictionary worthy of the name."

This letter caused the Herald Tribune editor to parenthetically remark: "If Dr. Vizetelly will consult Funk & Wagnall's 'New Standard Dictionary of the English Language,' of which Frank H. Vizetelly, Litt. D., LL. D., is managing editor, he will find the following definition: 'Biannual—occurring twice a year; semi-annual.'"

Why do we gloat a little at this? Dr. Vizetelly is one of our heroes. Indeed, we often stand before him awed. Is it the laugh that goes with the banana peel fall? Is it salve for our inferiority dent?



I am come a light into the world, that whosoever believeth on Me should not abide in darkness.—St. John, XII; 46.

EIGHTY PER CENT LIES

ERNEST GLADSTONE RICHARDSON, Bishop of the Methodist Episcopal church, stationed at Atlanta, knows exactly what he knows. In the course of an address at the annual session of the Newark, N. J., conference at Jersey City recently the good Bishop said, according to a despatch credited to the Associated Press, that "Eighty per cent of all the things you read in the newspaper are lies, and in all my experience I have never known anything that any man said or did reported correctly." The A. P. added that "this attack on the press was cheered for several minutes by the conference."

If Bishop Richardson were to be put on the witness stand and cross-examined on this alleged statement of fact we would bet the $106 we have been saving for a rainy day, against his frock coat, which would be less than nothing in our lives, that the Bishop would say that the A. P.'s version of his speech was a lie and that the 100 per cent imperfect reporting record still remains untouched. If put to it, the Bishop would either have to disclaim the interview or explain how he reached that 80 per cent figure. As a Christian gentleman he would surely not say that he gave an approximate figure when indicting for the high crime of falsehood all the men and women who write for the press. If only 79 per cent are liars the Bishop's libel would lie cruelly upon no less than 2,000 innocent souls, since that would be one per cent of press writers. It is unthinkable that any good Bishop would do a thing like that. So Bishop Richardson either knows that exactly 80 per cent of press stuff is written by liars, or he made an unpardonable speech, or he was misquoted by the A. P. The latter is the best bet, in our opinion. It is the easy way out of the messes that follow the utterance of sweeping public charges. No, no, the Bishop was misquoted.

He who sands my sugar cheats my stomach a little, but he who adulterates my information poisons my mind and may make me stumble throughout life.

AMERICAN FOREST WEEK

FORESIGHTED publishers, interested in the future paper supply, will read with interest Mr. Wheat's article in this issue of EDITOR & PUBLISHER. The road to a solution of the forestry problem has been long and sometimes wearisome, but it seems to be getting somewhere at last. Mr. Wheat presents some prospects that appear real. Before another April convention season rolls around it is to be hoped that the legislation will have been written. Put the newspaper press behind this great national need! The time for action is here.

The forest problem has never been better stated than by President Coolidge in his proclamation of American Forest Week, commencing April 24th. Every newspaper should display the document, in our opinion.

Every man who lives by the printed word should read it, and preach the gospel of conservation and reformation. Mr. Coolidge's essential points were:

"One-fourth of our soil is better suited to timber growing than anything else. I cannot escape the conviction that our industrial and agricultural stability will be strengthened by bringing into full productive use this great empire of land. Although much progress has been made in public forestry, and hopeful beginnings in private forestry, we still have a vast aggregate of idle or semi-idle forest land, and another large aggregate of poor farm land that might more profitably grow timber instead of adding to the problem of agricultural overproduction.

* * *

"With widespread forest culture new wealth would spring up for the support of roads, schools and l[o]cal government and the rural regions would enjo[y] a larger share of the national prosperity.

* * *

"American Forest Week gives a useful opportu[nity] for taking counsel on what can and should be don[e] bring these neglected and waiting lands into use. [It] also gives an opportunity for each citizen to cons[ider] his own responsibility in the common task. It is [not] enough that the federal and State governments h[ave] joined hands with the landowner in the first [step] toward forest rehabilitation—protection against [fire]. Every citizen whose thoughtless act may endan[ger] the woods has the obligation of respecting the fo[rest] and guarding it from its worst enemy—fire."

CROSSED IDEALISMS

A CRUSHED and indignant caller at our sanct[um] today is an official of the Simmons Compa[ny], manufacturers of bed equipment. He tells [us] that the article which EDITOR & PUBLISHER recei[ved] ran about the free publicity broadcast to the d[ay] press by A. Rowden King in behalf of the "Simm[ons] Foundation for the Study of Sleep" resulted in [the] utter failure of that campaign. The information [was] heart-breaking, since our object in printing it [was] to warn editors against using material on the ge[neral] subject of beds and sleeping equipment tied to [the] name of Simmons, a manufacturer.

Our caller said that Mr. Simmons was a t[rue] idealist in this matter of proper sleeping equipment; [he] had financed the "foundation" to promote a hig[her] sleeping art. Naturally, he said, the Simmons Co[m]pany expected that the articles in free space, besi[des] being of value to the reading public, would refl[ect] credit on the Simmons company. There might e[ven] be some indirect financial benefits. But really, [Mr.] Simmons was altruistic and willing that all bed ma[n]facturers should share the profits from publicity wh[ich] would tend to make people throw away their a[nti]quated and "disease breeding" sleeping equipment [and] buy materials true to the high modern standard. [The] caller added that Simmons was an advertiser and [the] automobile, radio and other manufacturers got m[uch] free space why couldn't there be a little for g[ood] beds? This latter argument was difficult to answ[er].

We pointed out, however, that the name "Simmo[ns]" over every article in the press agents' series wo[uld] certainly identify the Simmons Company with [the] idealism expressed in the articles. But our ca[ller] felt that our story was "sneering" and actually unt[rue] wherein it stated that the press agent had furnis[hed] illustrations of "typical Simmons beds." The b[eds] in the illustrations, he said, were not typical Simm[ons] beds; they were just beds which any manufactu[rer] might produce. Also he thought it unfair to say t[hat] the description of the ideal bed, in the press age[nt's] hand-out, read like a Simmons advertisement. S[im]mons makes beds as near to his ideal as possible [and] this argument did not impress us, but we did th[ink] that the illustrations were not "typical" of Simm[ons] beds, or of any beds we had ever seen, and are g[lad] to admit the fact. Our caller said that the pr[ess] agent had stuck a ten-dollar charge on the hand-[out] not to get the ten, but to make editors "feel t[hey] were not getting something for nothing."

Every fellow for his own set of high principles [in] this good world. We believe that Mr. Simmons is [an] idealist, in a very practical sense, making good pr[ofits] because he makes good beds. We believe people w[ho] have something to sell should put their idealistic s[pir]talk into newspaper advertising columns and not s[pir] to get their names attached to their business princi[ples] into free space.

We do not know how much money was lost [in] this press agent experiment and while we reg[ret] causing disappointment and loss to good people [in] Simmons our stern duty lies before us. Mor[al]: Investigate before investing in press agentry.

It is believed that certain public officials and correspondents in Washington have this year learned that the old anonymous jingo interview, the purpose of which is to support the policy of some bureaucrat, no matter what the public consequences may be, is not now regarded as good journalism nor safe politics.

PERSONAL

CYRUS H. K. CURTIS and Mrs. Curtis were hosts to President and Mrs. Coolidge at luncheon aboard the Curtis yacht "Lyndonia" anchored in the Potomac River, April 19.

Robert Lincoln O'Brien, editor of the Boston (Mass.) *Herald,* was the guest of honor at the semi-annual dinner and get together of the New England Music Trade Association at the Hotel Statler, April 11.

Edgar B. Piper, editor of the *Portland Oregonian,* has been re-elected president of the Portland Symphony society. Donald J. Sterling, managing editor of the *Oregon Journal,* is also active in the symphony society and was chairman of the nominating committee.

Dwight Marvin, editor, *Troy* (N. Y.) *Record,* is spending a ten days' vacation in Havana, Cuba.

Joseph Zuker, legal representative of the *Cleveland Plain Dealer,* is touring the Pacific Coast. He went to Tacoma to defend the Tribune Publishing Company against a $50,000 libel suit which resulted in favor of the company. Mr. Zuker was in charge of the police news desk of the Plain Dealer for 20 years.

W. H. Dennis, editor and publisher of the *Halifax* (N. S.) *Herald* and the *Morning Mail,* was elected a director of the Nova Scotia Trust Company, Halifax, recently.

J. T. Porte, president of the Porte Publishing Company, Salt Lake City, and in 1926 secretary-treasurer of the Utah State Press Association, has returned from a world tour. He was accompanied by his wife.

Carl T. Robertson, associate editorial writer for the *Cleveland Plain Dealer,* has returned from a ten weeks' trip through Spain and other European countries. Mr. Robertson was accompanied by his wife.

Raul M. Pereira, editor of the Portuguese newspaper, *Diario De Noticias,* of New Bedford, Mass., was tendered a party on the occasion of his 50th birthday recently by his associates and friends.

IN THE BUSINESS OFFICE

ALVIN A. HARVEY, assistant cashier, *Boston* (Mass.) *Globe,* is spending two weeks with his father, George Harvey, at Hermal, Cal. His co-workers on the *Globe* gave him a purse of gold and a watch before his departure.

Edward L. Foster, for 19 years in the circulation department of the *Hornell* (N. Y.) *Tribune-Times,* has resigned to join the Almond Typewriter Exchange.

Paul Stoughton, formerly with the promotion department of the *Detroit Free Press,* has joined the promotion department of the *Cleveland Plain Dealer.*

IN THE EDITORIAL ROOMS

ARTHUR RANSOME, correspondent of the *Manchester Guardian,* spent a week in Peking recently on his way back to Europe after visiting Canton, Shanghai and Hankow.

Herbert Asbury returned to the night city desk of the *New York Herald Tribune* on April 15, after a six weeks' leave of absence, during which time he worked on a new book. Mr. Asbury's "A Methodist Saint" was published last month.

Thomas R. Ybarra, *New York Times* Havana correspondent, sailed on the Havana Clipic on April 15, after a visit to this country.

Don G. Logan of the society department of the *New York Herald Tribune,* who has been abroad since early in the winter on leave of absence, returned to his desk last week.

J. W. Waymack, managing editor of the *Des Moines Register and Tribune-Capital,* sailed from New York recently for a European tour.

Harry Averill, recently made sports editor of the *Columbus* (Ga.) *Enquirer-Sun* while a corporal in the army at Fort Benning, Ga., served for more than a year as Fort Benning correspondent for the Enquirer-Sun. He held the rank of first lieutenant during the World War and for a period was vice-consul to Haiti.

Jeremiah P. Shalloo, of the *Worcester* (Mass.) *Telegram* staff, has accepted a position as instructor in sociology at the University of Pennsylvania.

Albert F. Philips, state capitol reporter for the *Salt Lake City Telegram* and dean of Utah reporters, has been re-elected president of the Utah State Historical Society.

Mr. and Mrs. Hugh J. Schuck and child are spending six weeks in Peking before returning to the United States. Schuck has been news editor of the *Japan Advertiser* of Tokio, serving on the paper for the past three years.

Harold J. Murphy, formerly city editor of the *Ogdensburg* (N. Y.) *News,* has returned from a tour in the southwest.

Henry P. Edwards, base ball writer for the *Cleveland Plain Dealer* for more than a score of years' has been elected a director of the Merchants' Trust & Savings Company.

Changes in the editorial staff of the *Albany* (N. Y.) *Evening News* include Albert E. Dale, city editor, to news editor; Al Carson, copy desk, to makeup editor; and Edward Fales, Jr., federal building reporter, to assistant to Bob Reeves, recently promoted from the copy desk to city editor.

Michael J. Ahearne, of the reportorial staff, *Worcester* (Mass.) *Post,* has been appointed a lieutenant in the Army Intelligence Service in his district.

Ernest La Branch, staff reporter for the *Fall River* (Mass.) *Globe,* has resigned to enter the advertising business with a Springfield, Mass., concern.

James J. Harrington, city hall reporter, *Fall River* (Mass.) *Herald News,* has retired from the Board of Registrars of Voters of that city after 12 years of service.

John M. Hurley, former reporter for the *Fall River* (Mass.) *Globe,* is now an assistant announcer at Station WBZ, New York.

William F. B. McNeary, city editor of the *Newark Sunday Call;* Arthur J. Sinnott, managing editor of the *Newark Evening News;* Herman B. Walker, of the *Newark Ledger* and Bill Steinke, Newark newspaper cartoonist, explained "How a Newspaper is Made," April 12, before an audience in the auditorium of Temple B'nai Abraham.

Edward Healy has resigned from the editorial staff *Cohoes* (N. Y.) *American.*

George Gordon Breed, who has been in the West, several weeks recuperating from an illness, has returned to his duties in the Orange bureau of the *Newark Evening News.*

WHAT A. P. MEANS TO ME

By Marcellus M. Murdock, Publisher Wichita Eagle



Marcellus M. Murdock

THE Associated Press means to the *Wichita Eagle* world and national coverage of news. It means speed, almost simultaneous with the news event. It means accuracy and reliability. It means mutuality—an exchange of news and news protection among more than twelve hundred fellow publishers. And through the co-ordination of all these values with other factors the Associated Press assures reader interest, reader respect, reader permanancy, circulation, advertising and success.

Joseph D. Kelly, formerly of Oshkosh, Mich., is now on the re-write battery of the *Providence Journal.*

Harry J. Gourley, of the *Utica* (N. Y.) *Observer-Dispatch* staff, will become superintendent of the Utica branch of the Stevens-Swan Humane Society of Oneida County on May 2.

Edward Joseph Allen, night police reporter for the *Worcester* (Mass.) *Telegram,* has resigned to go to Boston and has been replaced by Henry Ford, formerly a staff man on the *Quincy* (Mass.) *Patriot-Ledger.*

Noah Z. LaMountain, for the past year political writer for the *Springfield* (Mass.) *Union,* has joined the copy desk of the Union.

(*Continued on page* 64)

A Daily Fashion Feature That Is Distinctive Personality and Style

Miss Julia Boyd

Two Columns—All in the mat

Miss Boyd sketches the clothes *on real women of fashion.*

The McNaught Syndicate, Inc.

V. V. McNitt, President — Times Building, New York — Charles V. McAdam, Vice President

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ELLA CINDERS STRIP
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ELLA CINDERS
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and Charlie Plumb
DICKEY'S DOGS
By Robert L. Dickey

SPORTS
FEG MURRAY
Cartoons, Comment,
Wise-Cracks

DAILY SERIAL
MILDRED BARBOUR
With Illustrations

FASHIONS
ELEANOR GUNN
and
METROPOLITAN

JUVENILE
SECKATARY
HAWKINS
With New Club page

WEEKLY STORIAL
LUCILLE VAN SLYKE
Illustrated

WEEKLY HUMOR
STEPHEN LEACOCK
A. A. MILNE

OTHER WEEKLY
WINNERS
ZENITH FICTION
PINNACLE FICTION
SHORT
SHORT STORIES
EXPLOIT and
ADVENTURE
PRE-EMINENT
ARTICLES

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager — Earl J. Hadley, Associate

150 Nassau St., New York City

(*Continued from page 63*)

Billy Whitcomb, amateur golf champion of Worcester, Mass., has joined the sports staff of the *Worcester Telegram* and is conducting a column, "Speaking of Golf."

Pete Duggan, sports editor of the *Worcester* (Mas.) *Telegram,* is on the southern trip with the Holy Cross College baseball team.

HOLDING NEW POSTS

LEO P. KENNEALLY, from *Worcester Telegram* copy desk, to Pawtucket branch of the *Providence Journal.*

Frederick H. Houck, from Sunday feature department, *Providence Journal,* to copy desk, *St. Louis Star.*

Robert Bell, from police reporter, *Mason City* (Ia.) *Globe-Gazette,* to staff *Cedar Rapids* (Ia.) *Gazette.*

Richard Montague, from *New York Herald Tribune* staff, to editorial staff *New York Evening Post.*

SPECIAL EDITIONS

SIOUX FALLS (S. D.) DAILY ARGUS-LEADER, 132-page 42nd anniversary edition, March 30.

Franklin (Ind.) *Star* special Easter edition, April 13.

Albany (N. Y.) *Knickerbocker Press,* a special 20-page "Home Beautiful" section April 17 in connection with its erection of a model home.

Biloxi (Miss.) *Daily Herald,* special edition on opening of new Edgewater Gulf Hotel.

Pleasantville (N. J.) *Press,* special Easter section with color cover, April 12.

MARRIED

WILLIAM N. BATDORF, reporter on the *Burlington* (Kan.) *Daily Republican,* to Miss Mildred Fletcher, society editor of the Republican, recently.

J. A. Crawford, of the reportorial staff, *Cleveland Plain Dealer,* to Miss May G. Arthur, of East Lansing, Mich., recently.

NEW PLANTS AND EQUIPMENT

MORE than 250 newspapers have adopted the new Linotype Ionic No. 5 type style, it was announced recently. To celebrate the record the Matrix Department of the Merganthaler Company gave an "Ionic dance and entertainment" in the company cafeteria April 22.

Alhambra (Cal.) *Post-Advocate* is planning to erect a modern plant.

San Jose (Cal.) *Mercury Herald* will soon construct a 4-story steel and concreate newspaper building.

Coronado (Cal.) *Journal* is erecting a new brick and tile building.

El Centro (Cal.) *Imperial Valley Press* has let the contract for a new plant.

Among the press orders placed recently with R. Hoe & Co. are: nine "Z" pattern units for the *Omaha Bee;* eight new superspeed units, eight ball racks, two color cylinders and two units for multi-color press for the *Spokane Spokesman-Review;* one double sextuple balcony press for the *Detroit Times;* six straight-pattern superspeed units to *Mitsui* for Japan; two high-speed sextuples and five magazine rotary web presses for Empressa Editorial Haynes, Ltd., Buenos Aires; two high-speed double sextuples and two high-speed units for *De Telegraph,* Amsterdam, Holland; one 8-cylinder universal-unit multi-color press for the *St. Louis Post-Dispatch;* one 8-cylinder universal-unit multi-color press for the *Cleveland Plain Dealer.*

St. Louis Star, beginning with Monday's issue, adopted the 7-point Ionic No. 5 type on an 8-point slug. The paper for many years was a user of 7-point No. 2 on an 8-point slug.

Recent Linotype installations include: *American Racing Record,* New York—3 Model 8; *New York Times,* 2 Model 9; *Skanateales* (N. Y.) *Press,* Model 14; *Huntingdon* (Pa.) *Press; Germantown* (Pa.) *Independent-Gazette; Portage* (Pa.) *Dispatch; L'Italia,* Chicago; *Russell* (Ky.) *Times; Gaylord* (Minn.) *Hub; Kennedy* (Minn.) *Star; Morton* (Minn.) *Enterprise; Trayon* (Neb.) *Graphic; Beloit* (Wis.) *Independent; Wauzeka* (Wis.) *Chief; Big Piney* (Wyo.) *Examiner; Boomville* (Miss.) *Independent; Gainsboro* (Tenn.) *Sentinel; McAllen* (Tex.) *Daily Press; Los Angeles Journal of Commerce; Mojave* (Cal.) *Record; Indianapolis Tribune,* 10 machines; *Houston Press,* four machines.

John W. Allison, publisher of the *Snyder* (Okla.) *Signal Star,* will rebuild his newspaper plant destroyed by fire a few weeks ago.

Recent Intertype installations have been made in the following plants: *Baltimore* (Md.) *Post; Hartford* (Conn.) *Catholic Transcript* (2); *Garfield* (N. J.) *News; Rifle* (Colo.) *Telegram; Ironton* (O.) *News* (2); *Ithaca* (Mich.) *Gratiot County Herald* (2); *Brazil* (Ind.) *Gazette; Alva* (Okla.) *Record; Alva* (Okla.) *Review Courier; Corona* (Cal.) *Independent; El Monte* (Cal.) *Herald; Santa Rosa* (Cal.) *Press Democrat* (2); *Hackensack* (N. J.) *Bergen County Times; Leonardtown* (Md.) *St. Mary's Enterprise; Repon* (Cal.) *Record; Burbank* (Cal.) *Review.*

ON THE MECHANICAL SIDE

ERNEST ROBBINS, foreman of the stereotype department of the *Salt Lake City Deseret News,* has resigned on account of ill health. He held the position for 38 years. He came from England where he had already gained considerable experience in the mechanical departments of newspapers.

William A. Weinlein of the *Albany* (N. Y.) *Knickerbocker Press* chapel is running on the Progressive ticket for president of International Typographical Union No. 4, against Andrew Donovan of the *Sunday Telegram* chapel. Sol Rubenstein, after two terms as president, is candidate for delegate to the international convention.

Benjamin Kennoy, foreman of the engraving department, *Albany* (N. Y.) *Times-Union,* has resigned to work in Los Angeles, Cal., his home. Peter Schultz succeeds him in the Albany job.

William Kircher, superintendent of the *Peoria Star* press room, and James Gentry have applied for patent upon an aluminum automobile step and carrier. It will be manufactured by a local accessory factory.

CHANGES OF OWNERSHIP

E. G. McCOY, editor-manager of the *Drumright* (Okla.) *Journal,* has purchased a controlling interest in the property and will convert the paper into a semi-weekly. It is published weekly now.

Havana (Ill) *Republican,* owned and operated by Edward Wilson for 18 years. has been sold to A. W. Kerr, Springfield, Ill., who has taken possession. Mr. Wilson is retiring because of ill health.

S. R. Hoover, former owner of the *Shelbina* (Mo.) *Democrat* who afterward operated a job plant in Columbia, Mo., has disposed of that interest and purchased the *Slater* (Mo.) *News and Rustler.*

Richard W. Bushell is now the owner of the *Enumclaw* (Wash.) *Herald* having bought the interest of the Herald Publishing company. L. H. Bostwick is editor and business manager under the new arrangement.

Conway (Ark.) *Weekly Times* formerly operated by James D. Espy has been leased by J. H. Swindler of Newport.

H. A. Danford, St. Louis, has purchased the *Bevier* (Mo.) *Appeal* and this week asumed management of the paper, which for some time has been operated by the Segaser Newspaper Association of which Clarence G. Sagaser is president. Mr. Danford has been connected with the Christian Church Publications.

R. G. Taylor has bought from McMullen & White the *Maywood* (Cal.) *Enterprise* and has changed its name to the Journal.

B. B. Johnson and A. S. Griffith have bought the *Tujunga* (Cal.) *Sentinel* and changed it from a semi-weekly to a weekly.

B. L. Wilbourn and A. L. Cowan have bought the *Woodland.* (Cal.) *Home Alliance,* a weekly.

Cloverdale (Cal.) *Reveille* has been bought by Thomas Crawford of the *Gilroy* (Cal.) *Gazette.*

Jay T. Arneson has sold the *Pilot Rock* (Ore.) *Record* to Charles A. Adsit of Walla Walla, Wash.

E. L. Howard, former owner of the *Pana* (Ill.) *Press,* a printing shop, is now located in LaGrange, La., where he purchased the *LaGrange Daily Reporter,* of which he is owner and editor. For two years after leaving Pana, Howard was in Marshalltown, Ia., where he was engaged in newspaper work.

C. S. Hopkins, publisher of the *What Cheer* (Ia.) *Patriot* the last 15 months, has disposed of that paper and taken the *Grimes Record* shop and will devote his attention to job printing work there.

Firm of Kelly and Kelly has purchased the *Cosmopolis* (Wash.) *Times.* D. D. Imus will edit the paper for them.

Buckley (Wash.) *Banner* has been purchased by the Banner Publishing company from E. W. and D. A. Witten. Archie L. Watts, a graduate of the University of Washington School of Journalism is manager and editor of the new publishing company.

Boswell (Okla.) *News* has been purchased by M. D. Townley, Sherman, Tex., from Noonan Bonds.

NEW PUBLICATIONS

PHILLIPSBURG (N. J.) STAR, weekly, published by Frank A. Robertson, was launched April 8.

James L. Wick, Milton I. Wick, Jerome Joachim, and Ray E. Koken, owners of the *Niles* (O.) *Daily Times,* have begun publication of the *Girard* (O.) *News,* a weekly.

FLASHES

Many persons have the idea that character analysis consists of picking neighbor to pieces.—*Florence* (Ala *Herald.*

The Prohibition shakeup isn't worryi the bottleggers half as much as t Prohibition shakedown.—*El Paso Tim*

Marriage is the only life sentence th gets commuted for bad behavior.—*Ne York American.*

"Will High Wages Last?" asks magazine editorial. Well, not very lon with cost of living where it is.—*Bal more American.*

A girl should dress in a way to co ceal the defects of her figure, says th great authority on the subject in han Miss Ina Claire, but we guess it wou have to be a mighty small defect.—*Co umbus Ohio State Journal.*

"Goodness!" said the lady who h just read of the renewal of the tong wa "what terrible things to fight with."- *New York Evening Post.*

Atmospheric conditions recently ha been such that many radio fans thoug they had Nanking.—*Brooklyn Eagle.*

Why shouldn't foreigners be just welcome in China as the Chinese are California?—*Boston Globe.*

Among the tender and beautiful ep sodes of the day note the consuming d sire of Joyce Hawley to save Earl Ca roll from the penalties imposed upon hi for having provided her with a ba tub.—*Worcester* (Mass.) *Post.*

The girl who insists on having a b church wedding will probably want packed courtroom to witness the divorc —*Florence* (Ala.) *Herald.*



While You Are Attending The A. N. P. A. Convention—

—talk your circulation problems over with me—without obligation.

IT may be your path to more circulation—better paying circulation, new circulation economies or perhaps merely a pleasant acquaintance. My address is the Hotel Algonquin, Vanderbilt 2500, where a phone message will be relayed to me promptly, should I be out.

JACOB OMANSKY

Jacob Omansky & Co., Circulation Consultants
1370 Ontario St., Cleveland

AN INVITATION TO ALL PUBLISHERS

THE State Apartment at the Waldorf-Astoria has been the A. N. P. A. Convention headquarters of the House of Hoe for many years and publishers are invited to make full use of its facilities this year as in the past.

Samples of multi-color newspaper magazine sections, intaglio supplements and offset lithography will be exhibited and a new machine development, the Hoe direct-pressure matrix moulding press, will also be exhibited and shown in operation.

VISIT THE HEADQUARTERS OF HOE

R. HOE & CO., INC.

504-520 GRAND STREET, NEW YORK CITY

BOSTON CHICAGO SAN FRANCISCO NEW ORLEANS DUNELLEN LONDON

CLASSIFIED ADVERTISING

Home-Hunters Aided by Special Tabloid Real Estate Section—How the Same Thing Is Done in Los Angeles—Classified Association Directors Meeting May 8

A SPECIAL classified tabloid section called "The Real Estate Tab" was published by the *Cincinnati Commercial Tribune* on Sunday, April 17.

A. H. Todd, classified manager of the Commercial Tribune, originated this idea for the purpose of giving readers a separate section which could be carried conveniently when "home hunting." Because many real estate prospects respond to Sunday advertising as late as Tuesday and Wednesday, and in some cases much later was evidence that the reader keeps these Sunday ads for future reference.

Mr. Todd believed that by putting this advertising into a tabloid section, easily carried, readers would recognize its advantages and that greater response to real estate advertising would result.

Regular classified arrangement is maintained, and smaller page size makes it easier to scan the individual offerings. Cincinnati real estate dealers in many cases reported increased response.

Teaser copy featuring such slogans as "Handy Reference for the Home Buyer," "Greater Service in Less Size" were used.

A page of real estate and building news was included in the "Tab" section.

It is the plan to make this tabloid section a monthly feature of Commercial Tribune classified.

A twelve page section of the classified department of the *Los Angeles Times*, Sunday, April 10, contains what is said to be the largest advertising feature of its kind ever published. The entire want ad section was devoted to real estate offerings selected by several hundred dealers as their outstanding opportunities in their localities. More than ten solid pages were used by the advertisers. Very few of the advertisements exceeded two inches of single column width.

The ads covered southern California from the Colorado river to the ocean, every type of property from a mountain cabin to a beach lot, from raw acreage to downtown business blocks. Each city and locality, each type of property, was grouped under self-explanatory headings. The management of the Times contends that the ten pages contain "the most varied presentation of real estate ever assembled by any newspaper in the United States."

The special section was published in co-operation with Southern California real estate dealers.

The annual spring dance of the classified advertising department of the *New York Herald Tribune* will be held at the Hotel Majestic, New York City, on Saturday evening, April 30.

The executive committee in charge of arrangements includes L. L. Heaton, classified advertising manager, Mrs. M. Stokes and Mrs. B. Harnett.

David Hirsch is chairman of the reception committee; Eva Wittstock, entertainment committee; Leonard Rubin, announcer for the radio program which will be broadcast; and Irving Silbert, master of ceremonies.

Leslie Conly, manager of the Herald Tribune Fresh Air Fund, will speak over the radio, and the music will be furnished by Bernie Fletcher and his Radio Orchestra.

Directors of the Association of Classified Advertising Managers will meet in Baltimore, Md., May 8.

REPRESENTING THE NEWSPAPERS

Mogensen Returns from Pacific Coast Trip with Optomistic Report on Conditions—Hamilton-DeLisser to Entertain Publishers April 26—Are Product Surveys Valuable?

AN optimistic report on conditions on the Pacific Coast were brought back east this week by M. C. Mogensen, president of M. C. Mogensen & Co., newspaper advertising representatives, who returned to New York from a 6,000 mile trip through California, Oregon, and Washington.

"The outlook on the Pacific slope looks better than at any time since 1918," Mr. Mogensen said.

The coast depends upon water and we have had plenty of rain in all sections and there is every indication that 1927 will be a bumper year on all crops.

"Better than that, everything points to high prices for these crops. Reduced costs of production, lower wages, and better selling prices are the chief reasons for the present high standard of Pacific Coast products. The average easterner thinks of the Pacific Coast in terms of San Francisco, Los Angeles, Portland and Seattle—true, the Pacific Coast looks upon these cities with pride but the wonderful back country, (and on the coast back country as a rule is three or four hundred miles away from the influence of these cities) situated largely in fertile valleys, is the real Pacific Coast."

Hamilton-DeLisser, Inc., New York newspaper special agency, will entertain its newspaper publisher clients at a luncheon on Tuesday April 26 at the Williams Club on East 39th street, New York. About 20 publishers are expected to attend. Palmer Terhune, manager of the agency's Chicago office, will be in New York during convention week. This represents about 30 newspapers.

Do product surveys pay? Are th valuable?

Answers to these questions are in affirmative when they are put to Frank P. Alcorn, president of Alcorn & Seymour Company, Inc., newspaper advertising representatives of New York a Chicago. And in support of his reply, cited the following case in an interv with EDITOR & PUBLISHER this week:

"Recently the *Elkhart,* (Ind.) *Tr* made a general ginger ale survey wh among others, was presented to Canada Dry Ginger Ale Company. survey pointed out that their product carried in the majority of outlets cal upon and was first in the matter of c sumer demand.

"This survey was presented to Chicago sales manager, who complimen us highly, and agreed to push the ma of including the Elkhart Truth in th national advertising, with their gen sales manager. As a matter of fact, ter the Chicago sales office looked survey over, they were surprised t Elkhart was not in the 1927 schedule.

John N. Hall, publisher of the *Gil* (Cal.) *Evening Dispatch* has appoin M. C. Mogensen & Co., Inc., its natio advertising representative.

Frederic A. Kimball, president Lindenstein Kimball, Inc., was in Marys, Pa., last week and signed a c tract with the *St. Marys Press* to rep sent them after May 1, 1927.

M. Earle Adams, editor and publis of the *Healdsburg* (Cal.) *Tribune,* appointed M. C. Mogensen & Co. his national representative.



SPARTAN
Restore Metal

LINOTYPE
INTERTYPE
COMBINATION
STEREOTYPE
AUTOPLATE
MONOTYPE

Since
1866

The "BLOOD TRANSFUSION" For Run Down Type Metal

RESTORE METAL PLAN

Constantly keeps the three Component Elements of Type Metal, —Tin, Lead, and Antimony, at peak proportions. It effectively anticipates and checks any lowering of working efficiency.

The VARIED OXIDATION POINTS of the elements of Type Metal brings about an unbalanced Alloy resulting in impaired production.

THE RESTORE METAL PLAN, based on periodic laboratory checks of the metal IN USE, functions to keep the correct ratio between the elements at all times. THE BURDEN RESTS UPON US.

UNDER THIS PLAN THE ORIGINAL FORMULA OF TYPE METAL WILL BE MAINTAINED INDEFINITELY

Complete Descriptive Literature Gladly Mailed—or send us a sample of your metal and we will show you how the RESTORE METAL PLAN will eliminate metal trouble from the list of Publishers' worries.

THE RESTORE METAL PLAN
has been used for more than twenty years by some of the largest publishers in the country.

MERCHANT & EVANS COMPANY
MANUFACTURERS OF SPARTAN TYPE METALS
PHILADELPHIA
Stock in Many Principal Cities

THE EXTREME VERSATILITY

OF

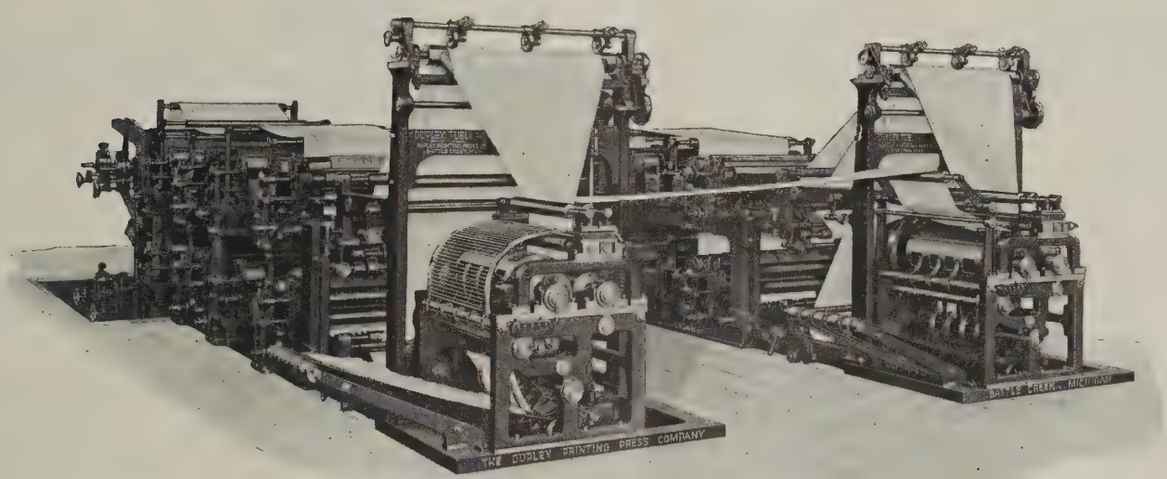
The Duplex Tubular Plate Press

Construction Affords

IN

THE TWIN UNIT COMBINATION

Greater Flexibility and Assurance of Performance Even In Case of Accident



DUPLEX TUBULAR PLATE PRESS UNIT COMBINATION—32-PAGE CAPACITY, COMPRISING TWO SIXTEEN-PAGE PRESSES FOR INDEPENDENT OPERATION.

Publishers who have very recently taken advantage of this unusual feature by arranging for twin tubular plate press equipment.

OGDEN, UTAH—STANDARD-EXAMINER—32 PAGES—TWIN SIXTEENS.

ABERDEEN, WASH.—WORLD—32 PAGES—TWIN SIXTEENS.

NEWARK, OHIO—ADVOCATE—32 PAGES—TWIN SIXTEENS.

CHICAGO, ILL.—SOUTHTOWN ECONOMIST—32 PAGES—TWIN SIXTEENS—3 FOLDERS.

ROME, N. Y.—SENTINEL—32 PAGES—TWIN SIXTEENS.

ELGIN, ILL.—COURIER-NEWS—48 PAGES—TWIN TWENTY-FOURS.

YOU TOO, CAN TWIN YOUR TUBULAR

THE DUPLEX PRINTING PRESS COMPANY

OF

BATTLE CREEK, MICHIGAN

AN EXTRACT FROM THE BRISBANE, AUSTRALIA-COURIER

A whir of myriad wheels and the roar of smooth-running machinery signalled the official starting yesterday of the two new giant Twin Duplex Tubular Plate Presses which will in the future print the "Courier." By the pressure of an electric button at 3 a. m. No. 1 press was set in motion by the Chief Justice of Queensland (Hon. J. W. Blair), and shortly afterward No. 2 press was similarly started by Mr. Justice Webb. The combined presses were immediately printing "Couriers" at the rate of 60,000 copies an hour, and the rapidly revolving conveyors carried the 28-page papers to the publishing room on the floor above. The managing director of the Brisbane Newspaper Company (Mr. J. J. Knight) explained that they were the speediest type of printing machines in the world.

In welcoming the guests on behalf of the company, Mr. Knight said with reference to the official starting of the new twin Duplex presses by the Chief Justice and Mr. Justice Webb, he felt a considerable amount of pride in the fact that the company was now about to run additional printing machines that were unique in Australia. They were not only original in their conception, but they were the speediest type of printing machines in the world. "I have been considering and investigating these presses for some years," he continues, "and now that it is consummated I think they will give us all the satisfaction that I have claimed for them."

PRESS ASSOCIATION NOTES

PLANS have been completed by the United Press to put its wires on a double trunk basis through the southwest to the Pacific coast. Arrangements for the change were made by Clem J. Randau, business representative, who returned to New York this week from a trip to California.

F. H. Fuller has been appointed Associated Press correspondent in Richmond, Va., succeeding F. J. McDermott, transferred to Atlanta.

International News Service will operate one of their regular high-speed automatic printer machines at the Waldorf during Convention Week. The machine will be cut into one of the regular I. N. S. transcontinental circuits.

F. M. Walter has been transferred from Kansas City to become Associated Press correspondent at Wichita, Kan., succeeding R. B. Petersen, resigned.

Cedar Rapids (Ia.) *Gazette* began the Saturday night leased wire report of International News Service this week.

Cedric Foster has been placed in charge of a new bureau opened by the United Press in Hartford, Conn.

Oil City (Pa.) *Derrick* contracted this week for the leased wire printer report of Universal Service.

John Angly returned to the Paris office of the Associated Press this week, following an assignment in Bucharest during the illness of King Ferdinand.

Paul Frederickson, formerly of the *San Francisco Bulletin,* has joined the Washington staff of the United Press.

Henry J. Allen, publisher of the *Wichita* (Kan.) *Beacon,* signed a contract this week for full leased wire automatic printer service of International News Service.

W. H. McGee, formerly of Boston, has opened a new bureau for the United Press at Buffalo. He has been succeeded in Boston by Cecil Owen, transferred from New York.

SCHOOLS

WILLIAM MARSHALL FRENCH, desk editor of the *State College News,* official publication at the New York State College for Teachers, has been named associate editor for the teachers' college section of the *School Press Review,* a national magazine for high school and college newspaper staffs.

Charles R. Wade, Cleveland, O., has been made editor-in-chief of the *Case Tech,* weekly student publication of Case Applied School of Science. George H. Fisher, Hillsdale, Mich., will be business manager.

Forty-one students of the University of Iowa journalism class issued five editions of the *Des Moines Register* April 16, following a custom inaugurated eight years ago and followed each spring since.

Arnold B Wyckoff, a junior at Union College, Schenectady, N. Y., has been elected editor-in-chief of the *Concordiensis,* college semi-weekly.

Ancient manuscripts, clay tablets and books printed with the first movable type were shown to members of the Typothetæ of Utica, N. Y., Utica Club of Printing House Craftsmen and allied arts, Thursday, April 21, at Hamilton college library, Clinton. Joseph D. Ibbotson, librarian, gave an address on "The History and Early Development of Printing."

ASSOCIATIONS

A "NEW ENGLAND ADVERTISING WEEK" will be ushered in on Nov. 7 and 8 with the eighth annual convention of the NEW ENGLAND ADVERTISING CLUBS at the Hotel Statler, Boston, Mass., according to plans perfected last week. The New England Advertising Week will be devoted to the benefits of the New England industries in general and will be under the auspices of the New England Council.

AURORA (Ill.) ADVERTISING CLUB has adopted a program of civic advancement and its president, Charles W. Hoefer, by unanimous vote, was instructed to appoint a committee to carry out in practical order the range of activities that may be determined necessary for Aurora's interests.

VIRGINIA OUTDOOR ADVERTISING ASSOCIATION held its 1927 State convention in Farmville April 12, at the Hotel Weyanoke, with A. A. Slusher, of Roanoke, president, presiding.

Group 1 of the WASHINGTON PRESS ASSOCIATION held its quarterly convention in Spokane Saturday, April 9.

Joe G. Davis, editor of the *Chicago Golfer* and a pioneer among American golf writers, was re-elected president of the CHICAGO PRESS GOLF CLUB at the annual meeting April 12. B. G. Wyrick of the Associated Press, treasurer, and W. H. Sahud, of the *Chicago Evening Post,* secretary, were also re-elected. Vice-presidents elected were W. J. Lewis, *Chic- Daily News;* Harry Munzel, *Chicago Herald and Examiner;* L. W. Meredith, *Chicago Evening American;* Jack Hoag, *Chicago Evening Post,* and Harland Rohn of the *Chicago Tribune.*

The first tournament of the club has been scheduled for May 2.

SUMMER ADVERTISING GOLF ASSOCIATION is planning to hold its 1927 tournament at Cooperstown, N. Y., June 18-25. Association officers are H. V. H. Proskev, president; Joseph H. Lynch, vice-president; Eugene Kelley, secretary-treasurer; and Chalmers L. Pancoast, publicity chairman.

Viscount Willingdon, Governor-General of Canada, has been made an honorary life member of BRITISH COLUMBIA INSTITUTE OF JOURNALISTS.

Hon. Joseph H. Dillon, Minister without Portfolio and member for Ste. Anne Montreal, was the host recently at a banquet held in the Parliament Restaurant at Quebec to the PARLIAMENTARY PRESS GALLERY. Mr. Dillon proposed the health of the press gallery, and speeches were given by Brig.-General Smart, member for Westmount, and Peter Bercovitch, member for Montreal-St. Louis. Gilbert W. Ghewy, president of the gallery, replied.

ADVERTISING BUILT DEPOSITS

Nebraska Banker Gives Advertising Credit for Growth

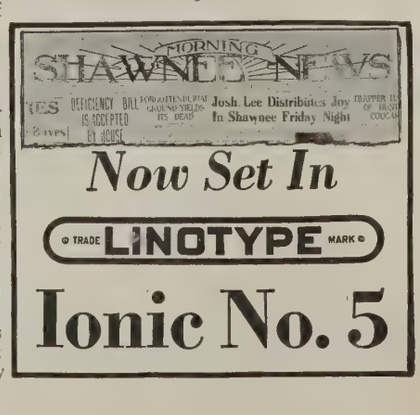
Advertising in his home town newspaper, the *Nebraska City Daily News-Press,* is credited by J. H. Catron, president of the Farmers State Bank, with much of the public confidence which has led his institution in 19 years from deposits of $203,000 to $1,095,000.

"I attribute a large part of this increase in deposits," Catron said, "to the fact that we have continually and persistently advertised."

He added that not only has this brought rapidly and steadily increasing business for his own bank, but that it apparently has also assisted other banks in the city and community.

NEAL JONES RECOVERING

Neal Jones, former managing editor of the *Omaha Bee,* who was taken seriously ill five weeks ago with a nervous breakdown which later developed into pneumonia, is now well on the road to recovery. Overwork was attributed as the cause of Mr. Jones' illness. Before the *Bee-News* merger Mr. Jones was editor of the *Omaha Daily News.*



Now Set In

TRADE LINOTYPE MARK

Ionic No. 5

Imperial METAL



The Imperial Plus Plan In a Great Milling City

THE MANY thousands of citizens of Minneapolis, America's leading milling center, are well served by The Minneapolis Journal and the Minneapolis Star. These two splendid papers keep their readers well informed on local, national and international events.

The publishers of these publications see fit to place complete confidence in the ability of Imperial Metal and the Imperial Plus Metal Plan to take care of their type metal. Their selection was based on a desire to get the highest efficiency and the most years of service from their metal. And that's why thousands of leading newspapers stick to Imperial and the Plus Plan.

Be sure to See Imperial at the A. N. P. A. Convention. Ask about the economy advantages of the Plus Plan.

IMPERIAL TYPE METAL CO.

Manufacturing the following metals:

LINOTYPE
ELROD
INTERTYPE
LINOGRAPH

MONOTYPE
LUDLOW
STEREOTYPE
THOMPSON

Philadelphia
Cleveland



New York
Chicago

BEST BY ACID TEST
TRADE MARK REGISTERED

—Options only

The Greatest Strip Feature Ever Offered!

LIVES OF THE LIVING GREAT

in daily six-column STRIPS.

The world's two most distinguished names inaugurate this unique series.

GEORGE BERNARD SHAW

By ARCHIBALD HENDERSON

For twenty-two years exponent, interpreter and biographer of G. B. S.

(The Shaw strip to run 10 weeks.)

THOMAS A. EDISON

Scientist, inventor, benefactor of the human race.

Edison's numerous inventions pictured in detail as they were developed by himself in his own laboratory

AUTHORIZED and O. K.'D by THOMAS A. EDISON

whose permission was obtained only after being shown sample strips and a statement of the inestimable educational value of the series.

PARENTS, CHILDREN, TEACHERS

college students, churches and educational institutions of all kinds will recognize

THE SUPREME INSPIRATIONAL VALUE

of the stories of the careers of those who are living our lives in our day.

Wire for Option—

OPTIONS WILL BE LISTED IN THE ORDER RECEIVED.

THE O'DELL NEWSPAPER SERVICE

FIFTY-FIVE FIFTH AVENUE - - - - - NEW YORK CITY

WOMEN IN ADVERTISING AND JOURNALISM

Syndicate Feature Selling Is Now a Woman's Job—Grace Walton Honored in England—Woman Editor Gives a Press Agent a "Piece of Her Mind"

IF you don't believe a woman's place is out on the road selling syndicate features to editors, ask Miss Hallie Jenkins, sales manager of *Science Service*, Washington, D. C. Miss Jenkins has been with Science Service for more than a year and has made many a trip covering the offices of daily newspapers as a syndicate saleswoman.



HALLIE JENKINS

"Why shouldn't a woman sell features?" Miss Jenkins replied when the question was asked her this week. "If it became customary, possibly the managing editors' jobs would be more agreeable than they are."

Miss Jenkins isn't syndicate saleswoman by training. She is artist, first; feature writer, second; and believes that a good saleswoman may possibly be a consolidation of these two.

Miss Jenkins had eight years of art training which somewhat overlapped six years spent in newspaper work. Much of her art instruction was, as she phrased it herself, received under the glow of the more or less popular mazdas. She has written and illustrated a shopping column on the *Kansas City Kansan*, and has also been on the staff of William Allen White's *Emporia* (Kan.) *Gazette*. She has also written poetry and sold it.

Grace Walton, advertising manager of the Julius Kayser Company, New York, manufacturers of silk stockings and gloves, was guest of honor at a luncheon given April 1 in London by Thomas McDougall, governing director of Thomas McDougall Limited. The affair was described by an English writer as "one of the most interesting events that have taken place this year in the world of British Advertising."



GRACE WALTON

Of Miss Walton herself the same anonymous reporter wrote:

"Miss Walton, a charming lady, is undoubtedly the clearest instance we have yet seen of the value of personality, humor and hard-working intelligence applied to modern commerce."

Guests at the luncheon included Miss Marion Jean Lyon, advertising directress of *Punch*, Miss Muriel Adkins, Morris J. Clifford, W. M. Teasdale, H. T. W. Bousfield, Percy Watson, Charles Davis, H. G. Saward, S. Lindsay and Roy Hardy.

Miss Walton is making an European business trip to study the advertising media in Sweden, Belgium, France and Germany.

" . . . So one day I got good and mad and sat down to give them a piece of my mind."

Mrs. Lela C. White, editor of the *Clearwater* (Kan.) *News*, speaking, and speaking about press agents.

The press agents, Mrs. White, said "got my goat." The publicity men who, according to this editor's declaration, got the scolding, are the "public relations experts," whoever they are of the Chevrolet Motor Car Company. Mrs. White said:

"I told them that if anything happened around Clearwater in which a Chevrolet car figured that I would print it as news, but what they sent out was not news but was selling talk for their cars and would only be printed as paid advertising.

"Sometimes a new product comes on the market and a half-page or page ad is put in the paper. Then the publicity man comes in with a long article telling of the product's merits. The publisher puts it in. The new product is the bunk. Who loses the prestige? The manufacturer? Oh; no, your reader doesn't care anything about him, the publisher gets the blame.

"A new picture comes on the market. It is press agented to be a wonderful picture, a 'Wow,' a master piece. It turns out to be a flop. Your reader thinks that you are either a liar or use mighty poor judgment.

"The thing of it is that by giving away this press agent stuff we risk our own reputation and after all the prestige of our paper is our greatest asset, our biggest item in our selling talk and because of it legitimate advertising gets best results."

Jane Dixon, of the *New York Evening Telegram*, was married on April 14, to Capt. Walter H. Wells, of the Second Corps Area, a world war veteran assigned to recruiting publicity duty in New York. Miss Dixon's real name before she married was Jane E. Kegler.

Eleanor Schorer, director of the Kiddie Klub of the *New York Evening World*, and the wife of Chester Hope, manager of Universal Service, was granted a special audience recently at the Vatican by Pope Pius XI.

A net profit of $966 was made by the League of Advertising Women of New York at their annual Crystal Ball, held recently at the Astor Hotel, according to the report filed by Elsie E. Wilson, treasurer.

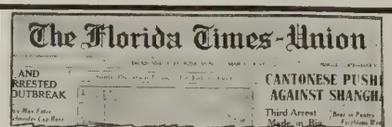
Miss Nella Brown, society editor of the *Brooklyn Eagle*, returned last week from a two weeks' trip to Bermuda.

Miss Nina Baker of Boise, Idaho, has been promoted from the circulation department to office manager of the *Spokane Woman*.

Three women writers, Miss Jo Leonard, Miss Cathleen Driscoll and Miss Helen M. L. Nolan, of the *Albany* (N. Y.) *Evening News* staff, were recently assigned to the murder trial of two bandits. Ed Herwig was the only male reporter.

Miss May McNulty of the *Albany* (N. Y.) *Times-Union* spent the week in Washington, D. C.

Miss Marie Bergan is acting society editor of the *Albany* (N. Y.) *Times-Union* in the absence of Mrs. Marie Avery Myers, who is ill.



Now Set In

TRADE LINOTYPE MARK

Ionic No. 5



Death: Nelson Twiner, 22 years old, killed by an exploding cannon during a boat launching celebration, at Bayonne, New Jersey. The cameraman, injured by the same blast that killed Twiner, clicked his camera as the victim was thrown to the floor of the dock. Note the flying debris, mute evidence of the terrific force of the dynamite. One of the most remarkable news pictures ever made. P & A clients got this picture in the regular service.

Newspictures *for* Newspapers

VIRTUALLY every large or important newspaper in this country has accepted and now uses the picture as a news vehicle. The old time photographer has given way to the new style cameraman—the pictorial reporter. The American public, due to the movies and the use of pictures in publications, has become picture minded. And the progressive editor of today thinks in terms of pictures as well as in terms of text.

Consequently, the best picture service is a modern essential in the news room. This organization, founded and maintained by the Chicago Tribune and the New York News, literally gives *news service* with pictures! Every news center is covered with a working staff, and P & A gets the cream of pictures from two thousand active and alert correspondents who serve P & A first.

Every means of quick and certain transmission of pictures is employed, regardless of expense—cable and telephone, planes and when necessary, special cars and special trains. So the publisher using P & A service is not only protected at all times, but constantly gets the best and newsiest pictures first. At least one paper in every large city is a P & A client!

This service, moreover, is relatively far less expensive than straight news service. P & A print services represent the best value in the field today. P & A mat services make the output and resources of this organization available to even the smallest papers for a few dollars a week. Wire any branch office, or see a P & A representative in New York during the A.N.P.A. Convention.

PACIFIC & ATLANTIC PHOTOS, Inc.

Home Office: 25 Park Place, New York

CHICAGO · BOSTON · SEATTLE · PHILADELPHIA
WASHINGTON · LOS ANGELES · SAN FRANCISCO · ST. LOUIS
ATLANTA · CLEVELAND · LONDON · PARIS · BERLIN

Spacing

Intertype IDEAL News face. 6½ Point enlarged about 10 times.

Intertype IDEAL News Face

HAS PROPER WHITE SPACE AROUND EACH LETTER FOR MAXIMUM LEGIBILITY

Proper space around letters is just as important to maximum legibility as proper spacing between lines. Every good typographer knows that a relatively light face properly spaced is more readable than a blacker face packed too tight, with insufficient space between lines.

Intertype designers put *normal* space between letters—for legibility and in order to permit the matrices to have *good strong* side walls. Matrices with unusually *thin* sidewalls are liable to maximum breakage—in justification and in striking the channel entrance partitions. In addition Intertype wide-tooth matrices wear longer.

Have your local oculist *compare* the Ideal News face for legibility with the face you are now using. Intertype Ideal News face is highly readable under the most severe tests.

6½ Point on Solid Slug

The Intertype News Series is meeting the approval of all those who believe that types should be made for the needs of the newspaper reader. The qualities which make the Intertype News Series easy to read are not free from the usual mannerisms of the standard newspaper type faces.

It's Familiar and Friendly.

The Intertype News Series conforms to the familiar and friendly design to which the majority of newspaper readers are accustomed, and yet gives a clearness to print which is not to be had by the use of ordinary light-face type. Intertype established the fact that easy to read type is familiar type. Unfamiliar type quickly tires the eyes. Intertype then set about to improve familiar type. The changes from old standards were, in most instances, not of great importance but most of them were in directions that have heretofore been avoided by type-makers. The hairlines of Intertype News Series show a distinctly visible thickness. The serifs

5½ Point on 5 Point Slug

84TH, 19 WEST—Gentleman appreciating cleanliness; electricity; $7; breakfast. Hawley, Schuyler 3155.

84TH, 316 WEST (Apt. 2E)—Beautifully furnished double room; near bath; reasonable.

85TH, 342 WEST (Clarke Studio), professional people, business girl, elevator; references.

85TH, 327 WEST—Large, front; every convenience; housekeeping privilege; $10. Ludwig.

85TH, 119 WEST—2 rooms, bath, parlor floor; desirable front basement with kitchenette privileges.

85TH (2,345 Broadway)—Large front; private bath, foyer; kitchen privileges. Weaver (46).

85TH, 342 WEST—Lady share large room lady; piano, twin beds. Hallock.

85TH, 349 WEST—Charming large, sunny front living room: smaller, $8. Nash.

85TH, 349 WEST—Attractive room, private family; student or business women. 3W.

86TH (Riverside Drive)—Artistically furnished room; business women; references. Telephone Trafalgar 9667.

86TH, 11 WEST—Large, double rooms, well furnished; kitchen privileges; also small; reasonable.

87TH, 343 WEST—Large, beautiful, sunny front room; adjoining private bath, references.

87TH, 121 WEST—Large room, two windows; semi-private bath; $12; gentleman.

7 Point on Solid Slug

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Intertype matrices will run in other slug-casting machines

Investigate Intertype Wide-Tooth (patented) Matrices

Write nearest branch for larger specimens

Standardized INTERTYPE TRADE MARK

Designed in 5½, 6½, 7 and 8 Point

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Bldg.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 S. Main St.; *Boston* 80 Federal St.; *London; Berlin*

DEATH OF S. DUNBAR WEYER, BERLIN WRITER, SHOCKS NEWSPAPER MEN

I. N. S Correspondent Commits Suicide in Compartment of Berlin-Bremen Train—Leaves Note Giving . Nervous Breakdown as Cause

NEWSPAPER men in Europe and the United States were shocked and grieved this week to learn of the death by his own hand of Siegfried Dunbar Weyer, Berlin correspondent of International News Service for the past six years, previously of the I. N. S. staff in New York and also for years a staff writer for Universal Service. A brilliant writer, linguist, and a reporter of extraordinary accomplishment, Mr. Weyer had established himself as one of the foremost American correspondents in Europe.

Mr. Weyer shot himself in a compartment of the Berlin-Bremen express early in the morning of April 20. He was enroute to embark for the United States and was accompanied by H. R. Knickerbocker, Moscow correspondent of International News Service, who was to fill in at the Berlin bureau during Mr. Weyer's trip to America.

Cable advices to I. N. S. from Mr. Knickerbocker related that he and Mr. Weyer were in conversation until three o'clock in the morning when Mr. Weyer, apparently normal, said that he desired to write some letters, and Mr. Knickerbocker retired to his own compartment.

On arrival of the train at Bremen at 6 A. M. the conductor found Mr. Weyer's body in the compartment with a bullet in the temple. The conductor stated that the man had mailed many letters when the train stopped at Hannover.

Weyer left the following note: "Official explanation—nervous breakdown—seven years without vacation 5:20 A. M."

The body was removed to the home of Mr. Weyer's parents at Hamburg. Mrs. Weyer who was in Berlin with their two children was notified.

There was no great news story in Central Europe during the past six years that did not engage Mr. Weyer. He was known among his colleagues as the "whirlwind correspondent," resourceful, tireless in the pursuit of news, extraordinarily capable in presenting the facts and honorable in his dealings. Many important international beats were marked to his credit.

Three years ago in New York Mr. Weyer told friends in EDITOR & PUBLISHER offices that he was very tired and also that he felt torn between a desire to continue his work in Europe and his love of the United States. Mrs. Weyer is a New York woman and their children were born in this city.

M. Koenigsberg, president, paid high tribute to Mr. Weyer's services as a correspondent and his unfailing devotion to duty.

"Weyer was one of the best foreign correspondents I have ever known," he said. "His remarkable devotion to duty was his outstanding trait. Time and again we have urged Weyer to take a long vacation, to obtain the rest we knew he needed but he felt that the service in Germany he had started required his constant attention. Three years ago he came home for what was to have been an extended stay but he insisted upon returning to Germany ten days after arriving here. Weyer had a notable career as a foreign correspondent, and his brilliant work attracted world wide attention."

Obituary

NELSON C. BAYLEY, 49, of Dexter, N. Y., who for the last 20 years was general field agent for the Garlack-Barklow Publishing Company of Joliet, Ill., died on April 13 at Worcester, Mass. He is survived by his widow and two children.

CHARLES T. PRATT, newspaper man and writer, died April 15 while playing checkers with friends at Pratt, Kan. He entered the newspaper field on the *Pratt Republican* in 1863, later held a position in the statistical department in Washington and at the time of his death was writing a history of Southwest Kansas.

MRS. ADELAIDE THORNTON ADAIR, wife of Walter T. Adair, president of the World Syndicate Company, New York, died April 14 at her home, Forest Hills, Long Island.

OTIS A. HOPKINS, for many years a newspaper man at Binghamton, N. Y., died there recently. He formerly had been a reporter on the *Binghamton Press.*

GEORGE R. COZZENS, 42, executive secretary of McGregor Links, Saratoga Springs, N. Y., and former newspaper man, died from a self-inflicted bullet wound. Mr. Cozzens began newspaper work with the Associated Press, and for eight years was a legislative reporter. His next position was with the National Bank of Commerce in New York City, where he remained until 1921, when he became connected with the golf club.

EVAN D. DAVIES, formerly connected with the *Boston* (Mass.) *Post* and *Herald,* died at his home in Ashmon, Mass., April 11. Mr. Davies covered many important musical concerts and recitals for both papers.

WALTER ROGERS, 70, one of the pioneers in photo engraving and the man who collaborated with Frederick Ives when the process was first used, died in the Westerly, R. I., Hospital April 12.

HAROLD T. COY, assistant production manager of the *Chicago Herald and Examiner,* was killed early Saturday morning, April 16, in an automobile accident. He is survived by his wife, Mrs. Rebecca Coy, and three children.

MRS. ELIZABETH COLLINS, 64, who claimed to have been the first operator of the first typesetting machine installed in Chicago—in the plant of the *Chicago Daily News* about 1885—died in Mattoon, Ill., April 19.

WILLIAM H. WISNER, JR., 11-year-old son of William H. Wisner, artist on the staff of the *Chicago Tribune,* was killed when he was struck by an automobile while he was running across the street in front of his home. The driver of the car was held pending an inquest into the accident.

MRS. MARY A. TALBOT, 81, mother of Edwin R. Talbot, news editor of the *Boston Traveler,* died at the latter's home in West Somerville, Mass, April 14.

ELMER F. HOWARD, 66, publisher of the *Northfield* (Mass.) *Press,* a weekly, died suddenly of heart trouble in the railroad station at Northfield, April 16.

MRS. ALAN C. FRAZER, wife of a member of the *Boston American* editorial staff, died at Forest Hills hospital, Boston, April 13.

SIR ERNEST HODDER-WILLIAMS, 51, head of Hodder and Stoughton, well-known publishers, and chief proprietor of the medical journal, *The Lancet,* and of *The British Weekly* (founded by the late Sir William Robertson Nicoll) died on April 8.

JOHN R. MARSHALL

John R. Marshall, pioneer Chicago printer and for many years publisher of the *Yorkville* (Ill.) *Record,* died April 19 at his home at Yorkville. Mr. Marshall was 87 years old, and turned over active management of his newspaper several years ago to his son, H. R. Marshall. Mr. Marshall went to work for the *Chicago Journal* in 1852. He served in the Civil War, after which he moved to Yorkville and established the *Kendall County Record.*

FRANZ RICHTER

Franz Richter, 76, veteran newspaperman who covered the New York legislature for the *New York Staatz Zeitung* for about 40 years, died in Troy, N. Y., April 20, at the home of his niece, Mrs. Peter Goedtel. He was born in Germany, coming to America when 18 years of age. After working two years on a small daily in Newark, N. J., he joined the Staats Zeitung staff, remaining there until retirement, five years ago.

F. W. HAROLD, N. Y. TIMES EXECUTIVE, DIES

Had Been in Charge of Advertising Censorship Department Since 1917 —Served on Wilmington and Philadelphia Papers

Frank Walker Harold, who had been in charge of the advertising censorship department of the *New York Times* since 1917, died April 15 in Montclair, N. J., after an illness of several months.

Mr. Harold was born in Brooklyn on June 25, 1862, and during his youth and early manhood lived in Maryland. On June 10, 1891, he married Miss Margaret Harper of Dover, Del.

His first newspaper experience was on the *Every Evening News* of Wilmington, Del. Next he was on the reportorial staff of the *Philadelphia Public Ledger,* remaining there for many years. Later he was connected with the National Export Exposition and the *Philadelphia North American,* was private secretary to Thomas B. Wanamaker and was associated with the late Rev. J. Wilbur Chapman, evangelist. He also was Secretary of the World's Conference, a missionary educational movement holding pageants in large cities.

In 1915 and 1916 Mr. Harold was special secretary and publicity director of the Layman's Missionary Movement in connection with Armenian and Syrian relief. Afterward he performed publicity work for the Y. M. C. A. in the interest of Y. M. C. A. facilities for National Guard units on the Mexican border.

KANSAS CITY VETERAN DEAD

Walter C. Withers, aged 66, who had spent 57½ years of continuous service with the *Kansas City Journal* and later the *Journal-Post,* died Monday of heart disease. Mr. Withers was on the way to work when he was stricken. He began his connection with the Journal Sept. 6, 1869, when as a boy of 9 he sold his first bundle of papers. From newsboy he rose to the position of superintendent of the mailing department and later building custodian. Of recent years Mr. Withers had been in charge of the information desk at the Journal-Post. For 52 years Mr. Withers worked at nights. Following purchase of the Journal by Walter S. Dickey and its consolidation with the Post, Mr. Withers was rewarded with day work.

LONDON PAPERS SHOW PULLING POWER

Remarkable Increase in General Business Followed Transit Company's Campaign in British Newspapers

One of the most sensational instanc of the power of newspaper advertisi is reported in London where a remar able experiment in intensive advertisi has just been carried out, according to article in the *New York Evening Wor*

January, February and March are co sidered to be the quietest months of t year in London, and an attempt w made this spring to annihilate what h been accepted for many years as the sla season. The campaign was undertak by the London Underground Company, hundred and ten million dollar corpor tion, which controls the subways a omnibuses of London.

They began their intensive campaig early in the new year, and conducted solely by means of advertising in t London and principal provincial new papers (except for posters and timetab propaganda on their own stations). Th is the first time that newspaper adverti ing has been used in the interests of a tractions on such a large scale.

The results of the campaign, whi have exceeded anything that was e pected, have revealed themselves in pra tically every phase of life in the west e of London. Theatres and restauran were asked to keep a record of the business and compare it with their bus ness for corresponding periods in previo years. The results have just been issue and show that the increase has been fro 17½ to 30 per cent.

Traffic on the underground syste has been increased by 23 per cent du ing the three months. Stores and th atres and all kinds of restaurants, fro the restaurant of the Savoy, which i creased its business by 24 per cent abo that of last year, to the smallest t shop, have felt the effects of the campaig

Hotels benefited very considerabl from it in view of the fact that thousanc of provincial visitors, having the attra tions of London impressed upon them a somewhat unusual time of the yea made a point of visiting it.

It is estimated that from an outlay c about $220,000 spent in newspaper adve tising, London in general reaped a ben fit of over $2,000,000 during the thre months—normally a period of indifferer business.

VACATION FOR TYPOS

Vacation plans for mechanical employe of the *Cleveland Plain Dealer* have bee announced. Employes who have serve the paper continuously for 12 years wi receive two weeks' vacation on full pa and those who have served six years wi receive a week. The usual two week vacation on pay will be given all editori department employes and those in othe divisions of the plant.

SUPREME METAL FURNACE
FOR REMELTING AND REFINING METAL

SIMPLEX METAL FEEDER
FOR COMPOSING MACHINES

Will be on exhibition during the A. P. & A. N. P. A. Conventions at the Waldorf-Astoria, in the alcove on the main floor.

ALFRED W. CHANNING, INC.
Manufacturers and Distributors of Equipment for Printers
27 THAMES ST. NEW YORK

FOR ADS AND HEADS

The Show Windows of Your Paper Deserve Fresh New Ludlow Typefaces Daily

Coal
Bond
BEST
Expect
SHOPS
Bright
Strong

BETTER ADS AND HEADS are assured for your paper when your compositors use the versatile Ludlow System. In any size from the small caption line at the bottom, up to 84 point, the largest typeface shown in this advertisement, you can have all your ads and heads print new and fresh in every issue—with all the economies that come with the all-slug system of composition. Appropriate faces can be selected from a wide variety of choice typestyles.

Slug
FINE
CAST
NOBLE
Plant
Decide

Bring *Hunting*
Method Design

LUDLOW TYPOGRAPH CO.

2032 Clybourn Avenue, Chicago, Illinois

ton: 470 Atlantic Avenue · New York: 63 Park Row · Atlanta: 41 Marietta Street · San Francisco: 5 Third Street

Ludlow Quality Slug Composition

BROOKLYN TIMES NEWSBOYS MEET PRESIDENT COOLIDGE



Sixty carriers of the *Brooklyn Times* were taken on a one day trip to Washington last week as a reward for getting new subscribers. After visiting all the places of interest in the Capital they met President Coolidge. E. S. Dobson, circulation manager, at the President's left, was in charge of the party.

BUILDING NEWSPAPER CIRCULATION

Cleveland Plain Dealer Eliminating Wrapping Paper Waste—Teaching a Carrier Boy to Sell Subscriptions—Bargain Sale for Country "Subs."

AN idea which eliminates 25 per cent of the width of the wrapping paper used in bundle mailing has been put into operation in the *Cleveland Plain Dealer* and it incidentally eliminates considerable handling of mailing lists, rendering a separate list which had been printed, cut, stripped and pasted unnecessary.

Heretofore in bundle mailing it was the custom to wrap the bundle in a wrapper 20 by 40 inches and then paste the address label on the outside. The individual papers all carried the subscribers' names and addresses. The width of the wrapper has been cut to 15 inches and the address is taken from the regular mailing list, serving the double purpose of indicating the stop or station and also one of the subscribers. The last paper in the bundle is used for this and the address is pasted on the bottom white mark margin of the paper.

Thus, John Jones, R. D. F. No. 1, Smithville. Under the old way, a full wrapper was used and a separate mailing list kept for the stops and stations.

The mailing room is also using its hand mailing machines to disset liner pages of rival papers. Each ad is pasted on a white slip of paper and passed on to a department where it is checked and ads not appearing in the Plain Dealer are solicited, or, if a telephone number does not appear, a solicitor is sent out with the ads.

Mailer John Finn has charge of this work and reports it greatly facilitates progress. The mailing machine cuts and pastes quickly. Formerly the ads were cut and pasted by hand—a slow process.

"A good salesman has a good approach," John Miller, division manager of the *San Francisco Call* tells the carrier boys of that newspaper. "In soliciting," he says, "the approach is the art to cultivate."

A recent article written by Mr. Miller for the *Junior Call* on subscription solicitation by boys, follows in part:

"A smile on a boy solicitor's face is a subscription trap. No prospect with a heart can resist it. He answers smile with smile. His attention's caught. He's trapped and doesn't know it. He just throws his ears forward with rare good humor and says:

"'Well, little man, what can I do for you?'

"A short, earnest business talk—punctuated with smiles—and it's all over!

"If a boy is weak on smiles, he has his cap to help him out—should the prospect be a lady. A cap may be removed in a fashion to captivate.

"A wise boy will learn his prospect's name before calling.

"'Good morning, Mrs. Todd' is a more heart-opening greeting than 'Good morning, ma'am.' An indifferent approach is a slur on personality. It could not possibly awaken interest in the solicitor or his proposition.

"Soliciting builds up a boy's self-confidence. It makes him mentally stronger—gives him distinction—sets him apart as one whose speech is worth money. It puts him in the salesman's class. Few are born with the business approach. It is an acquired art. Yet it is as necessary to success as food is to life."

A campaign for country circulation is being made by the *Albany* (N. Y.) *Times-Union* with reduced rates. Rural subscribers are offered 100 issues for $1.00. The regular city rate is 3 cents.

Sixty carrier boys of the *Brooklyn Times*, winners in a circulation contest conducted by that newspaper, were taken on a three-day excursion to Washington last week where they met and were photographed with President Coolidge. Following this they went on a sightseeing tour of the Capitol. Edward S. Dobson, circulation manager of the Times, was in charge of the excursion.

Don Thrasher has been appointed circulation manager of the *Shelton* (Wash.) *Mason County Journal* which recently began publication as a semi-weekly.

Brooklyn Eagle readers are being asked to describe the most thrilling moment in their lives. Five dollars is offered for each letter accepted. The first of the letters will be published in the Eagle of Sunday, April 17.

After trying dolls, coaster wagons, bicycles, skooters and rollers skates, the *Albany* (N. Y.) *Times-Union* circulation department has decided to give away electric trains to boys and girls who get five six-month subscriptions. The *Albany Evening News* is now giving away coaster wagons as premiums. The most successful offer, according to Samuel Herman, promotion manager for the Times-Union circulation department, has been the dolls. The scheme was opened with "mamma dolls" and later dolls with popular names, such as "Twinkletoes," were given. It was found that young girls are better subscription solicitors than boys. But with the electric trains as a novelty it is planned to encourage salesmanship among the boys during the school vacation period.

The entire city carrier staff of the *Seattle Times* recently spent Sunday in Portland on an excursion, the guests of their newspaper. In Portland they were welcomed by City Commissioner C. A. Bigelow, acting for Mayor George L. Baker, were taken to the city auditorium for an impromptu entertainment, given a ride over the city and wound up at the Multnomah Amateur Athletic club where the club's athletic facilities and swimming tank were placed at their disposal.

P. D. BOWLERS CELEBRATE

Baker, Hopwood, Rogers Attend Annual Banquet

"The Bucket of Blood" celebrated its fourteenth anniversary April 13, when the *Cleveland Plain Dealer* Bowling Association members held their annual banquet and jamboree at the Hotel Winton. The banquet was attended by Elbert H. Baker, president of the Plain Dealer Publishing Company; E. C. Hopwood, editor; Paul Bellamy, managing editor; George J. Rogers, business manager; W. G. Vorpe, Sunday and feature editor, and other P. D. executives. Mr. Bellamy was toastmaster.

Mr. Baker, who had just returned from Honolulu, made a speech in which he commented on his travels and praised the bowlers, and other Plain Dealer leaders also spoke. "The Bucket of Blood" is a 16-page "Annual Year Book" neatly bound, illustrated by the paper's cartoonists and artists, and full of spicy reading matter.

Mac D. Sinclair, chief machinist, is editor of the year book and Otto Sedgwick, staff artist, while W. G. Vorpe, Sunday editor, Fred Charles, feature writer, and other are contributing editors.

William Grobb, proof reader, was presented with two trophies—a silver loving cup because he has bowled continuously with the league for 14 years—and a battered tin cup with stencilled inscription, because he was never on time when any game started.



Now Set In

TRADE LINOTYPE MARK

Ionic No. 5



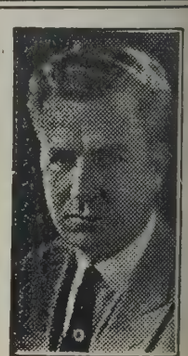
Now Set In

TRADE LINOTYPE MARK

Ionic No. 5

INVITATION

to every editor and publisher



Dr. Frank McCoy
Author, Educator and Scientist

WHEN you attend the Publishers' Convention in New York in April, be sure to see the McCoy Health Service display. At this booth will be presented to you a wonderful circulation-pulling feature—a Daily Health Talk that is different, being the applied principles of food chemistry and health mechanics, told in simple every-day language. This is the feature that will keep your readers eagerly interested from day to day. It will create and retain reader interest and reader confidence for your paper. Make a note of it now: "See McCoy Health Service Display."

McCOY HEALTH SERVICE

Brack Shops Building Los Angeles, Cal.

For *circulation* through *pictorial* appeal—

INTERNATIONAL ILLUSTRATED NEWS

Editorially—

a new and improved n-e-w-s service of spot news pictures, illustrated news-features, and advance preparedness pictures and layouts in 1, 2, 3 column mats, with accompanying 200-500 word story *included in the mat.*

Mechanically—

the b-e-s-t mat!

Transmission—

the speediest! air-mail, fast trains, telephotography!

Exclusive Rights to the World-Coverage of International News Reel!

Put I. I. N. to the Test!

Wire or Write N-o-w for Local Reservations

KING FEATURES SYNDICATE, INC.

M. KOENIGSBERG, President

Sole Selling Agent for International Illustrated News

241 West 58th Street New York City

WITH THE GENERAL ADVERTISERS

Hitching an Advertising Message to the News—Advertising Plans of Cleveland Clay League—Chevrolet Dealers Prefer Newspaper Advertising, Says H. T. Ewald

BELL & CO., of Orangeburg, N. Y., makers of Bell-Ans, this week in its newspaper copy illustrated one of the many advantages of the daily medium by hitching its advertising message to a news story.

Inserted in the regular two-column copy was a reproduction of a newspaper clipping with the heading "Indigestion Delays Detroit Libel Suit."

Text read in part: "Newspapers all over the country carried on Monday April 18, an Associated Press story stating that an attack of indigestion had caused the adjournment of the $1,000,000 libel suit being tried in Detroit.

"This is a striking example of the unexpected suddenness with which indigestion may attack and the serious interruption it can mean to business or social activities."

Of course, the advertising message in bold-face was "Take No Chances—Keep a Package of Bell-Ans Always on Hand."

The advertising of this account is handled by the George Batten Company, New York.

Copy being prepared for the Cleveland Clay League, recently formed, will follow the style of newspaper stories as closely as possible, but will be placed in paid space, according to Glenn W. Bittel, manager.

"The league," he said, "has studied every possible form of advertising and has concluded that for its purpose advertisements having real news value will be best.

"Advertisements will be written so as to make reprints for a permanent text on fire-safe construction of Cleveland-made brick and tile. The reprints will carry more detailed information on the reverse side than is possible to put into advertisements."

The daily newspapers will be the chief medium of advertising, he said.

Stanton Van Wie has resigned as advertising manager of the Beech-Nut Packing Company, a position which he held for six years, following three years in the sales department, to go with the Hecker-H-O Company, Inc.

Magazines are losing their motor car advertising to the more effective medium of the newspaper, H. T. Ewald of Detroit, president of the Campbell-Ewald Company, advertising agency, addressing a recent regional sales conference of Chevrolet dealers in Denver.

"Dealers find they can obtain a closer and more effective contact with prospective buyers through the newspapers," he declared.

Mr. Ewald has been in the automobile advertising field for 17 years and his firm has handled the major portion of General Motors paid publicity since the founding of that organization.

Paul Crosley, Jr., radio manufacturer, has appointed Kimball H. Stark advertising manager. Mr. Stark has been actively employed in the radio industry for the last 10 years. Most recently he was connected with the Charles Freshman Company.

Leslie W. Devereux, for several years advertising manager of the Utica (N. Y.) Heater company, has joined the organization of H. W. Coggeshall, printing, in the capacity of direct advertising counsel.

A complaint has been issued by the Federal Trade Commission against the acquisition by the Consolidated Cigar Corporation of New York of the "44" Cigar Company and the G. H. P. Cigar Company, Inc., and a hearing was ordered for June 6, alleging violation of the Clayton act.

The Consolidated Cigar Corporation was organized under the laws of Delaware, and has a general office in New York. It is alleged that it acquired the G. H. P. Company, also a Delaware corporation, with offices in Philadelphia and New York, about Nov. 1, 1926; and likewise the "44" Cigar Company, a Pennsylvania corporation, with plants in Allentown, Bethlehem and Philadelphia, about Sept. 1, 1920.

The effect of such acquisition, according to the commission, has been:

1. To substantially lessen competition in commerce between the Consolidated Cigar Corporation and the "44" Cigar Company and to substantially lessen competition in commerce between the Consolidated Cigar Corporation and the G. H. P. Cigar Company, Inc.

2. To restrain commerce in the sale of cigars in the sections or communities among the several States in which the Consolidated Cigar Corporation, the "44" Cigar Company and the G. H. P. Cigar Company, Inc., were engaged in their respective lines of commerce.

3. To tend to create in the Consolidated Cigar Corporation a monopoly of commerce in cigars or in the sale of cigars.

A new company known as the Palmolive-Peet Company has been formed as a result of the merging of the Palmolive Company with Peet Brothers Manufacturing Company.

A fund of $75,000 has been raised for advertising by the Chamber of Commerce of Plainfield, N. J., to exploit the city in the metropolitan area. The Joseph E. Hanson Company, Newark advertising agency, has been appointed to handle the campaign.

Vermont is spending its community advertising money by giving distinguished residents a trip by special train through nine states and three Canadian provinces. Exhibits of Vermont agricultural and industrial products are put on display at every station-stop. About 150 persons are in the delegation, including Gov. John E. Weeks and Mrs. Weeks.

To provide closer correlation of production and sales activities, new offices are to be occupied about May 1 by the merchandising division of Federal-Brandes, Inc., makers of Kolster receiving sets and Brandes speakers, according to an announcement made by D. S. Spector, general manager of the division. The new quarters have been built as a part of one of their factories, at 200 Mount Pleasant avenue, Newark, N. J.

J. A. Cullison of the National Fire Proofing Company has been made manager of the sales development department of the same company. He formerly was advertising manager.

Olsen & Enzinger, Inc., of Milwaukee, have taken over the advertising and publicity account of the Linseed Meal Educational Committee, effective May 1.

This campaign, being jointly financed by a group of prominent manufacturers of linseed oil, is aimed at enlarging the market for the use of linseed meal as a food for live stock. The campaign has been under way for a period of three years and has been directed largely toward increasing the use of linseed meal for dairy cattle.

James H. Matthews, of Spencer Kellogg & Sons, Inc., of Buffalo, is chairman of the committee. Other companies subscribing to the campaign are American Linseed Company, William O. Goodrich Company, Ankeney Linseed Mfg. Company, Minnesota Linseed Oil Company, Pittsburgh Plate Glass Co., Archer-Daniels-Midland Company, Hirst Begley Linseed Works, and the National Lead Company.

WHAT A. P. MEANS TO ME

By Senator Arthur Capper, Publisher, Topeka Capital



Senator Arthur Capper

WHAT does the Associated Press mean to me?

As a publisher, everything; as a citizen, the most perfect daily mirror of world happenings yet devised.

It is the only means that morning newspapers in cities the size of Topeka have of getting the news of the world daily at a price they can afford to pay. It is absolutely essential to such papers; without it they could not survive. And it is a notable fact, easily demonstrated by reading, that newspapers of the class of the *Topeka Daily Capital*, depending almost wholly upon the Associated Press for telegraph news, print more ge world news items, as a rule, tha the big city papers, which subn Associated Press news for that their own special bureaus.

As a citizen and reader I marv the wonderful facilities of the A a news gathering organization, the racy and fairness of its news anc fidelity it displays to its members. wonder it holds the confidence of paper readers everywhere.

PARIS REPORTERS HOAXE

Dozen Writers Wait in Doctor's C for "Big Story" April 1

A round dozen reporters represe as many Paris reporters waited e ly for an hour, April 1 in the so waiting room of Dr. Pierre Seb the famous lung specialist. The had been passed around that the d would, at three o'clock exactly, ma revelation comparable to the anno ment of a cure for cancer. It wou big news.

Outside in the reception room ar cited attendant frantically telephon the Faculty of Medicine and the Aca of Sciences, trying to get in touch the learned but absent-minded d who apparently had forgotten his pointment with the Press.

"Mais non, Messieurs. The docto no word of a Press conference a cannot tell when he will be back."

A whispered conference between vous reporters. They would stick it It was a good story and there must been some mistake. Finally, an later, the attendant appeared again. had talked with the doctor. He wa tremely sorry but the doctor had no appointment.

A dozen reporters are still wond who the practical joker is who them to the doctor's office. It i second time they have been victi within two weeks on what had al earmarks of a "big story."

Announcing

A FOREMOST STEP FORWARD IN DRY MAT COLD STEREOTYPING

THE GADDEN DRY MAT MOISTENER

A precision machine which moistens the backs of the mats evenly, with a uniformity not otherwise possible, at the rate of two mats a minute.

Mats moistened with this machine assure sharp, even, deep molds, uniform shrinkage, and uniformly good printing plates.

Gadden moisteners are now in daily use at

Los Angeles Times
Los Angeles Express
New York World
Philadelphia Public Ledger
Editors' Feature Service
NEA Service, Inc., New York Office
NEA Service, Inc., Cleveland Office

Recommended and endorsed by leading mat manufacturers

Shaw Machine and Tool Co.

1151 Temple Street Los Angeles, Calif.

The Advertising STORY TOLD *in* PICTURES



Photograph By Underwood & Underwood

Advertisers generally are showing increased interest in rotogravure sections. Lineage records prove it . . . By the rotogravure process advertisers show accurate photographic reproductions of the goods they offer for sale. People want to *see* before they buy and rotogravure pictures are the next thing to it . . . Words could scarcely add to the effective sales message for Armstrong Stoves that is expressed on the face of this delighted mammy . . . Publishers desiring to be of greater help to local advertisers will be pleased with the service rendered by our Rotogravure Development Department. Write for any rotogravure information you require.

ROTOGRAVURE

Prints *Perfect* Pictures ~ the Universal Language


THE KNICKERBOCKER PRESS
THE ATLANTA CONSTITUTION
The Atlanta Journal.
THE SUN
The Birmingham News
THE BOSTON HERALD
Boston Traveler
Courier EXPRESS
BUFFALO SUNDAY TIMES
THE CHICAGO DAILY NEWS
Chicago Sunday Tribune
THE CINCINNATI ENQUIRER
The Cleveland News
CLEVELAND PLAIN DEALER
THE NEWS
Des Moines Sunday Register
The Detroit News
The Detroit Free Press
The News-Sentinel
THE FRESNO BEE
Rotogravure Pictorial
DIARIO DE LA MARINA
The Hartford Courant
THE HOUSTON CHRONICLE
Houston Post-Dispatch
THE INDIANAPOLIS SUNDAY STAR
Kansas City Journal-Post
THE KANSAS CITY STAR
Press-Telegram
Los Angeles Sunday Times
The Courier-Journal.
ROTOG
A COMBINED WE
12,800


CORRIERE D'AMERICA
EVE GRAPHIC
Forward
פארווערטס
IL PROGRESSO ITALO-AMERICANO
SUNDAY NEWS
New York Evening Post
The Morning Telegraph
The New York Times
Herald Tribune
The World
THE OMAHA SUNDAY BEE
PEORIA JOURNAL-TRANSCRIPT
L'OPINIONE
The Philadelphia Inquirer
PUBLIC LEDGER
The Providence Sunday Journal
Richmond Times-Dispatch
Democrat Chronicle
St. Louis Globe-Democrat.
ROTOGRAVURE
ST. LOUIS POST-DISPATCH
PICTURE SECTION
THE ST. PAUL DAILY NEWS
St. Paul Sunday Pioneer Press
San Francisco Chronicle Rotogravure
The Seattle Daily Times
SOUTH BEND NEWS-TIMES
THE SPRINGFIELD UNION
Springfield Republican
Rotogravure
SYRACUSE HERALD
THE POST-STANDARD
The Toledo Sunday Times
THE TORONTO STAR WEEKLY
The Washington Post.
The Sunday Star
THE SUNDAY REPUBLICAN
The Wichita Sunday Eagle
RE Offers
ULATION OF OVER
COPIES



ROTOGRAVURE sections are published every week in fifty-one cities of North America by these seventy-seven newspapers:

*The Knickerbocker Press, *Albany*
*The Atlanta Constitution
*The Atlanta Journal
*The Sun, *Baltimore*
*The Birmingham News
*The Boston Herald
*Boston Traveler
*Buffalo Courier Express
*The Buffalo Sunday Times
The Chicago Daily News
*Chicago Sunday Tribune
*The Cincinnati Enquirer
*The Cleveland News
*Cleveland Plain Dealer
*The Rocky Mountain News, *Denver*
*Des Moines Sunday Register
*The Detroit Free Press
*The Detroit News
*The News-Sentinel, *Fort Wayne*
*The Fresno Bee
*Diario De La Marina, *Habana, Cuba*
*The Hartford Courant
*The Houston Chronicle
*Houston Post-Dispatch
*Indianapolis Sunday Star
*Kansas City Journal Post
*The Kansas City Star
*The Press Telegram, *Long Beach, Calif.*
*Los Angeles Sunday Times
*The Courier Journal, *Louisville*
*Sunday Herald Post, *Louisville*
*The Commercial Appeal, *Memphis*
*El Universal, *Mexico City, Mexico*
*Miami Daily News
*The Milwaukee Journal
*Minneapolis Journal
*The Minneapolis Tribune
*La Patrie, *Montreal*
*The Standard, *Montreal*
*Nashville Banner
*Newark Sunday Call
*The Sunday Standard, *New Bedford*
*The Times Picayune, *New Orleans*
*Corriere D'America, *New York*
*Evening Graphic, *New York*
*Forward, *New York*
*The Morning Telegraph, *New York*
Il Progresso Italo Americano, *New York*
*New York Evening Post
New York Herald Tribune
*The New York Times
*Sunday News, *New York*
*The World, *New York*
*The Omaha Sunday Bee
*Peoria Journal Transcript
*L'Opinione, *Philadelphia*
*The Philadelphia Inquirer
*Public Ledger & North American, *Philadelphia*
*The Providence Sunday Journal
*Richmond Times-Dispatch
*Democrat Chronicle, *Rochester*
*St. Louis Globe-Democrat
*St. Louis Post Dispatch
*The St. Paul Daily News
*St. Paul Sunday Pioneer Press
*San Francisco Chronicle
*Seattle Daily Times
*South Bend News Times
*The Springfield Union-Republican
*Syracuse Herald
*The Post Standard, *Syracuse*
*The Toledo Sunday Times
*The Toronto Star Weekly
*The Washington Post
*The Sunday Star, *Washington, D. C.*
*The Sunday Republican, *Waterbury*
*The Wichita Sunday Eagle

Reg. U.S. ROTOPLATE Pat. Off.

the perfect paper for rotogravure printing, is supplied by Kimberly-Clark Company to above papers marked with a star

Kimberly-Clark Company

Established 1872

Neenah, Wis.

NEW YORK
51 Chambers Street

CHICAGO
208 S. La Salle Street

LOS ANGELES
716 Sun Finance Bldg.

ADVERTISING AGENCY AFFAIRS

Cincinnati Agencies Council Meet—Rohr Appointed by E. A. Machen Company—Albany Newspaper Man Forms Agency—Accounts for Atherton & Currier

RAISE for the newspapers as advertising media was paid by H. P. Williams, chairman of the board of Williams & Cunnyngham, Chicago advertising agency, addressing a meeting April 13, of the Cincinnati Advertising Agencies' Council at the Cincinnati Club. The subject of his address was "The Philosophy of Advertising."

"Newspapers reach the buyer more intensively than any other advertising medium," Mr. Williams said, "The study of advertising begins with the buyer's mind, not the sellers."

The speaker was introduced by Howard Henderson of the J. Walter Thompson Company.

Frank J. Rohr has been appointed as representative in the Toledo and northern Ohio territory by the Edwin A. Machen Company. Mr. Rohr was formerly manager of the Toledo office of the Byron G. Collier Street Car Advertising Company. Prior to that he was in newspaper and agency work in Buffalo and New York.

Howard C. Smith, formerly assistant national director of publicity for the American Legion and director of publicity for the Indiana Democratic state central committee in the last political campaign, has joined the staff of the Davis Advertising Company, Indianapolis.

Irvin F. Paschall, Inc., advertising counsel, moved on April 22 from the McCormick Building to larger offices in the new Adams-Franklin Building, Chicago.

Smith, Sturgis & Moore, Inc., moved April 16 to larger offices at 171 Madison avenue, New York.

Coy Glidden, formerley with Fred M. Randall Company, Chicago, is now associated with the Sehl Advertising Agency, 360 North Michigan boulevard, Chicago.

George A. Pawley, formerly on the editorial staffs of the *Albany* (N. Y.) *Knickerbocker Press* and *Evening News* has formed the Pawley Advertising Service with offices in the Cannon building, Troy, and City Savings Bank building, Albany. He formerly conducted an advertising service in Los Angeles and was in the same business at Boston.

MacKenzie, Goldbach and Berdan, a new agency, has been organized in Toledo, O. It will handle the account of Swartzbaugh Manufacturing Company, Toledo, O., among others.

D. T. Campbell, formerly of Hawes-Campbell Advertising Company, Chicago, is now operating his own agency, with offices in the Adams-Franklin building, under the name of the Campbell Advertising Company. He will handle the advertising of the Thomas Webb Coffee Company, Chicago.

HOUSTON WRITER FLIES TO TORNADO AREA

Pilot of Houston Press and Pilot Traverse "Bumpy" Air Path to Get Story—Pilot Returned with Photos

When Rocksprings, Tex., was cut off from the outside world by a devastating tornado April 12, Dudley Davis, a reporter of the *Houston* (Tex.) *Press*, went by airplane to the destroyed town to obtain eye-witness stories and first pictures of the wreckage for publication in the Press of April 14. His pilot was Frank M. Hawks of the Raymond Pearson Aero Company, Houston.

The pair took off early Wednesday morning and the return trip to Houston was made before dusk Wednesday.

Hawks got his pictures, left Davis in the wrecked town and took off again for Houston. He reported the majority as believing the death toll to be between 60 and 70, with some reports much higher.

Hawks encountered some rough flying on the trip, especially before dawn Wednesday. He encountered a stiff wind which carried him slightly off his course in the pitch darkness. He landed at Austin, refueled and made the jump from there to Rocksprings without stop. On the return trip he paused for re-fueling at Kelly Field, San Antonio. One army pilot from San Antonio had beaten him to the scene of the disaster.

"On the trip over the air was especially "bumpy." Hawks climbed to 5,000 feet in an effort to get above clouds that looked menacing, but found conditions higher not much better, so he descended down through rain and black clouds.

"The holes in the clouds looked like ink," Hawks said. "It looked as if 'pieces' of the storm were hanging about in the air near Rocksprings."

It is the feature that struck Hawks who served two years as an instructor in the United States army air service was the way the twister leveled the town and spared the countryside.

"The town was so small and the country around it so devoid of civilization that it reminded me of a bean in a blanket. And the wind, like a giant pair of plyers, lowered, crushed the town between its 'jaws' and then veered on in its course high above the unpopulated territory where to have struck would have cost not a single life."

$40,000 FIRE DAMAGE

Plant of Flushing Journal Partially Destroyed—Press Ruined

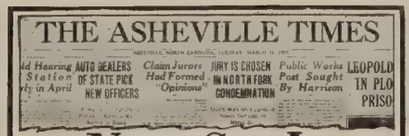
The plant of the *Flushing* (N. Y.) *Evening Journal* was partly destroyed by fire Monday as the result of an overheated furnace in the basement below the one-story frame building of the newspaper. Estimates of the damage to the building and the presses place the loss at between $40,000 and $50,000. A fairly new Goss printing press is believed completely demolished.

The flames, after spreading rapidly from the basement to the pressroom, then leaped to an adjoining two-story building in which several tons of newsprint were stored. About $3,000 worth of news stock was destroyed.

John H. Ridenous, editor and publisher of the Journal, made arrangements to have the paper printed in Jamaica.

CRIMELESS EASTER EVE

The *Urbana* (O.) *Daily Democrat* issued a "crimeless edition" Saturday, April 16. The management of the paper had not yet reported on the attitude of readers to the experiment.


THE ASHEVILLE TIMES

Now Set In

TRADE LINOTYPE MARK

Ionic No. 5

when an advertiser asks us what we can do for him outside the limits of Greater Detroit buying area we refer him to the local newspapers in each community beyond the limits of our natural field—zone ozone is unfair both to the advertiser and the media—although some publishers still work on the theory that for every advertiser who quits without profit another will take his place the Detroit Times.

WOMAN WRITER LEAVES FOR CHINA TO STUDY EFFECTS OF REVOLUTION

Anna Louise Strong Will Penetrate to Interior Alone and Push on to Moscow Where She Was Formerly Stationed —Describes Russian Newspapers

By HAROLD BUTCHER

ANNA LOUISE STRONG left New York Thursday to catch the President Madison at San Francisco for



Anna Louise Strong

Shanghai. She is going to China for the McClure Newspaper Syndicate, the *New York Herald-Tribune, Harper's Magazine* and the Haldemann Julius publications to find out what is happening to the Chinese peasants, landowners, workers and women. The newspapers of America concentrate almost entirely, she says, on what is happening to the foreigners in China; her aim is to discover what is happening to the Chinese in China.

Miss Strong, who represents the North American Newspaper Alliance in Russia, returned to this country last December. Her trip to China will be part of her journey back to Moscow. In China her visit to Shanghai is but the start of an ambitious scheme to make her way by railroad to Nanking, and then into the interior by way of the Yangtze River. No women and very few men are penetrating into the country where she wishes to go, but she expects to succeed just the same. A newspaper connection steps over all frontiers, she holds; and she has good friends on both sides of the contending armies.

"I want to find out," she said, "what the problem is as to the relation of the civil and military powers. I start out with the assumption that the Nationalist Party is the coming party, and I want to find out who are the people that are growing with this party, and what they are trying to do. I want to know what the workers and the women are striving for; what the anti-religious movement is; and how serious it is."

Miss Strong had a good bit to say about newspaper conditions in Russia.

"While it is true," she told me, "that Russian newspapers are, all of them, Communist in their slant there is still a great divergence of opinion. The papers of the trade unions might take a totally different point of view on matters of production, for example, from the paper of the National Department of Industries.

"Russia has some tremendous papers. The *Pravda* in Moscow passed the half-million mark as the result of a series of contests to find out the best factory director, the best school teacher, the best sanitary committee, and the best of all sorts of people and things. The contests consisted of letters sent in by workers all over the country telling of their own factory directors, school teachers, and sanitary committees, and they were won by the letters that made out the best case."

Miss Strong dispelled any idea that the Moscow papers were confined to Moscow. They push out all over the country, invading remote places where newspapers have never been seen before. There are rural deliveries, not, as in America, to individuals, but to the village at large. That is to say, the postman arrives with a batch of mail, and all the villagers flock around him to see what he has for them, and to receive the papers he has to distribute.

One source of news supply developed by the papers is that of direct correspondence from the peasants.

"The ordinary working men write newspaper letters," Miss Strong said. "They take correspondence courses conducted by the papers on how to write, and when they are competent they act as local muckrakers. Sometimes they do very decent work. Even the government takes notice of it, and criminal prosecutions have been based upon the information contained in these letters. From these peasant writers the government learns of abuses that need to be remedied, and takes action."

Both the newspapers and the government have to exercise some discretion in drawing a distinction between a truthful and a spiteful letter, but under all conditions libel does not rear a menacing head. A person who feels himself libeled has the right of reply in the paper that published the information against him. Occasionally there is also the reply of private assassination! This happened once to a young peasant, who, aglow with the conviction that it was his duty to clean up his village, traced graft to some officials, and then, by persistence, to a few more higher up. His reports produced a first-class scandal. To stop him, his enemies persecuted him and had almost compelled him to leave the village when, as a master stroke, they took his brother, made him drunk, and worked on him to go and kill the crusading reporter. They put a rifle in his hand, and sent him out to shoot his brother—which he did.

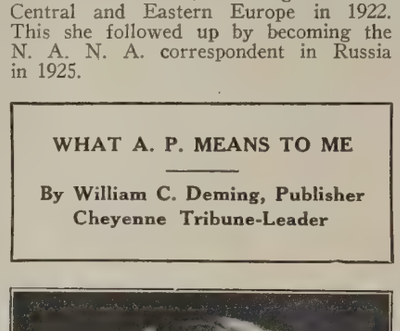
Then the government intervened. Those responsible for the outrage were arrested; a few were executed. The drunken tool was punished but not put to death.

Although the largest papers are in Moscow they are not concentrated there, Miss Strong pointed out. Every large city has two or three papers. The *Izvestia,* official organ of the central executive committee of the government, has a great reputation for accuracy. When winning numbers in the lottery loan are published in the Izvestia the bank accepts a copy of the paper as evidence. The Pravda deals mainly with party matters. It is a crusading paper, giving a great deal of attention to attacks on officials from the party point of view.

Anna Louise Strong is an indefatigable social worker. She organized "Know Your City" institutes in Seattle, her home, in Portland, Walla Walla, and Spokane in 1909-10. In 1911 she was employed in child welfare exhibits in New York and Chicago; and subsequently directed child welfare exhibits in Kansas City, St. Louis, Rochester, Louisville, Providence, Montreal, Northampton, Dublin, and the Panama Exposition. She was with the American Friends Relief Mission in Russia in 1921-22 as correspondent, and was appointed correspondent of *Hearst's International Magazine* for Central and Eastern Europe in 1922. This she followed up by becoming the N. A. N. A. correspondent in Russia in 1925.

WHAT A. P. MEANS TO ME

By William C. Deming, Publisher
Cheyenne Tribune-Leader



William C. Deming

WHEN I became a member of the Associated Press 26 years ago it was a great news-gathering and news-disseminating agency. It is a greater service today.

Alert, diligent, independent, and fair, the Associated Press fills a place and a need unique in the annals of the newspaper profession.

The progress made by the Associated Press during the last quarter century will be increased many fold in the next twenty-five years.

The A. P. brand is the hallmark of news reliability and up-to-the-minute, world-wide news service. The Associated Press is an asset of inestimable value to any newspaper and the *Wyoming State Tribune-Leader* is proud of its membership.

TO REORGANIZE BADG JOURNALISM SCHOO

Separate School Will Supplant Pre Courses—Three Years of Stud Will Be Required to Win Degree

Seeking to place the study of j nalism on a scholastic standing with of any other profession, such as la medicine, the University of Wisc faculty at Madison has formulated a to establish a school of journalism separate unit.

The faculty has approved the reor zation of the four year course in j nalism into a school with a three curriculum comprising a junior, a s and one graduate year. Two year college work will be required for trance into the school, and the bac of arts degree will be offered upon completion of two years' work and master of arts degree will be given the third year of school of journa work. Under the reorganization plan credits, four more than at present quired, must be completed for the degree in journalism. Grade points by successful candidates for the d must number 50 per cent more credits. This standard, higher than of any other school or department o university, has been practically n tained for several years.

The department of journalism continue to offer one freshman and sophomore course of a pre-journa nature to prepare for entrance to school.

Besides the required journalism cou candidates for the B. A. degree in j nalism must complete work in En foreign languages, history, science, nomics, sociology, philosophy, psych and political science.

Most of the stipulations as to courses of study and scholastic req ment have been in force some time. reorganization makes the journalism partment, nominally what it has for some years, a school of journa The change makes the department, 1905 the oldest in the United S conform to the standard practice of versities offering degrees in journa



ERIE DISPATCH-HERALD
KILLS DAD, E
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

Ask the Canadian Pacific about Canada
CANADIAN PACIFIC RAILWAY

Bureau of Canadian Information

The Canadian Pacific Railway, through its Bureau of Canadia Information, will furnish you with the latest reliable informatio on every phase of industrial and agricultural development Canada. In our Reference Library at Montreal is complete data on natural resource climate, labor, transportation, business openings, etc. Additional data is constantl being added.

DEVELOPMENT BRANCH

If you are interested in the mining wealth and industry of Canada or in the developme or supply of industrial raw materials available from resources along the Canadian Pacif Railway, you are invited to consult this Branch. An expert staff is maintained investigate information relative to these resources and examine deposits in the fiel Practical information is available as to special opportunities for development, use by-products and markets, industrial crops, prospecting and mining.

"Ask the Canadian Pacific about Canada" is not a mere advertising slogan. It is an intimation of service—without charge or obligation—that the information is available and will be promptly forthcoming to those who desire it.

Canadian Pacific Railway Co.
Department Colonization and Development
J. S. DENNIS
Chief Commissioner
Windsor Statio
Montreal, Can.

Cline Type "B" Paper Roll-Stand

AND

Cline Automatic Electric Tension

OVER 100 NOW IN USE

THE TENSION REMAINS CONSTANT UNLESS MODIFIED FROM A STATION LOCATED ON THE PRESS.

EDME USERS

lew York
Daily News

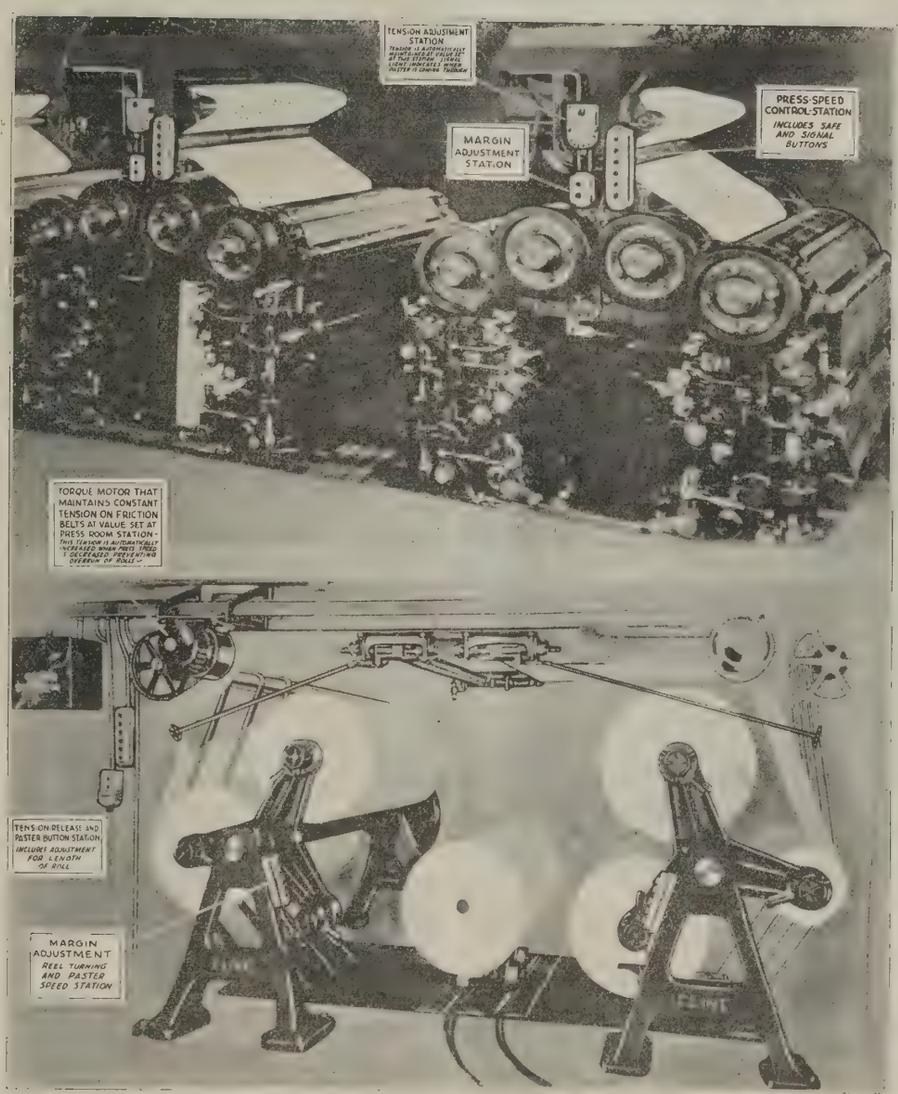
Pttsburgh
Press

Sydney (Australia)
Sun

Chicago
Tribune

Reading
Times

Toledo
Blade



Cline roll stands and electric tensions, showing provisions for making paster without stopping press.

ORDERS

Kansas City
Star

Rochester
Times-Union

Des Moines
Register-Tribune

Canton
Repository

Chicago
Tribune

Sydney (Australia)
Sun

The Cline Electric Mfg. Co. furnishes Motors and Control Equipments for Printing Presses and Auxiliary Machinery for Newspaper and Job Presses.

CLINE ELECTRIC MFG. CO

MAIN OFFICE, CONWAY BUILDING, 111 W. WASHINGTON ST., CHICAGO, ILL.

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
SAN FRANCISCO
CALIFORNIA

CLINE SYSTEM
QUALITY MARK SERVICE MARK
CLINE ELECTRIC MFG. CO. CHICAGO
CLINE WESTINGHOUSE

EASTERN OFFICE
MARBRIDGE BLDG.
47 WEST 34th ST.
NEW YORK CITY

PRESS TRYING TO DEBUNK GRAY-SNYDER TRIAL

"Sob Sister Stuff" Notably Lacking in Majority of Stories Coming From Long Island Courtroom—Case Getting Big Play in Metropolitan Papers—62,000 Words Filed First Day

By M. D. TRACY

Manager New York City Bureau, United Press

THE trial of Ruth Brown Snyder and Henry Judd Gray in Long Island City, New York, has become the laboratory wherein newspapers are trying out something new in the way of covering a murder case.

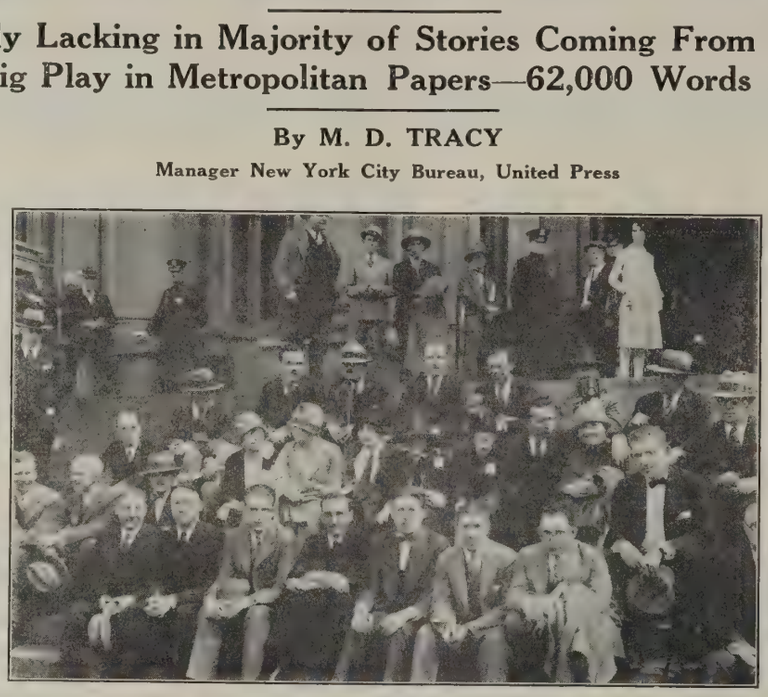
They have set themselves to "debunk" the trial, presenting it, if possible, in such a way as to hold the reader interest and at the same time avoid the criticism that the press builds up a defense based only upon sentimental sympathy for a woman accused of crime and defeats the ends of justice.

Never before has a murder trial been handled exactly as this one. The trial has not yet gone far enough to tell the results, but preliminary indications are that circulation departments are losing nothing on the adventure.

Practically all of the New York papers have joined in the "debunking" experiment, although not by any agreement.

Press associations, more conservative than the New York newspapers, have turned to realism and are presenting detailed running accounts, devoid of decorations. The United Press, in addition, has carried special stories telling of the efforts to keep sentiment and justice separate.

The experiment has brought about the entry into a murder trial press section of some unfamiliar faces. This change has been coincidental with a decrease in the number of women writers and professional "sob sisters," and the press tables look actually lonesome for femininity.



Reporters covering Snyder-Gray murder trial

have outside writers contribute to their coverage before the trial ends.

If the product of all these special and regular writers could be made into a composite description of Mrs. Snyder and of Gray, the result, instead of a picture of a "beautiful but oppressed" woman would be a cold-blooded portrait of what one writer called "a chilly looking blonde with frosty eyes and a marble chin," and of a weak-faced, begoggled man whom Will Durant described as "ripe for adultery."



Squad of 18 cameramen on Long Island City courthouse steps ready to snap interesting features of Gray-Snyder murder trial. They were barred from the courtroom by Judge Scudder.

But the *New York Telegram* has Dr. Will Durant, teacher and author of "The Story of Philosophy," and Maurine Watkins, whose play "Chicago," which satirizes the Chicago gunman and maudlin sympathy for a feminine criminal, occupying two of its six seats at the press table. They write daily stories.

The *New York Evening Post*, a few seats away, has W. E. Woodward, the original "debunking" expert, author of "Bunk" and of the modernized version of the "Life of George Washington."

Dr. John Roach Straton, the militant fundamentalist pastor of Calvary Baptist Church, is writing daily for the *New York Evening Journal*, and Samuel Shipman, who wrote "East Is West," has contributed to the *New York Mirror's* accounts of the trial. The *Evening Graphic* has State Senator Love of Brooklyn, a physician, writing daily on the types who become characters in the story; and Aimee Semple McPherson is contributing from Los Angeles daily dispatches of comment.

Practically all the papers expect to

THE QUINCY HERALD-WHIG
H LOSES GAME FIGHT FOR
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

have outside writers contribute to their coverage before the trial ends.

If the product of all these special and regular writers could be made into a composite description of Mrs. Snyder and of Gray, the result, instead of a picture of a the rail and one outside. In addition sketch artists and special writers have been assigned the unused jury box at the right of the judge's bench. Press arrangements are in charge of a committee composed of Frank Donoghue, A. E. Gill and Ellsworth Gelwicks of Long Island City, and Whitney Bolton of the *Herald Tribune*, and Raymond Daniell of the New York Evening Post. They have assigned 132 press seats only, 20 of them to women writers.

Papers from Chicago, Boston, Philadelphia, St. Louis, Cincinnati, Cleveland, Syracuse and even as far away as Pasadena, Cal., have reporters present.

Two press rooms have been equipped for the use of the newspapermen. The Associated Press, United Press, International News Service and Standard News Association have wires installed in a press room immediately across the corridor from the courtroom door. Four New York evening papers have special wires in the same room. A second press room in the basement is devoted to the use of the morning papers and afternoon papers unable to obtain space upstairs. There 15 Western Union and 5 Postal telegraph wires have been installed to carry the story from the courthouse. On the opening day the Western Union handled 62,711 words.

Newspapers represented have been assessed $10 each for preliminary costs of these accommodations and a weekly assessment will be levied for maintenance.

All press arrangements were perso approved by the court, and befor trial opened Justice Scudder, who is siding, made a complete inspection accommodations. By his direction a cial door was set aside as a press ent to the courtroom and an officer stat to tend it. Admission to the court floor is by card issued by the cour the press committee. Judge Scudde fore the trial issued an order forbi the use of cameras in the courtroom.

DIRECTORY OF CONVENTI EVENTS AND EXHIBITS

(Continued from page 10)

THOMPSON FEATURES SERVICE, INC
Room 109.
R. S. Thompson, President. Miss Eva O
A. L. Fowle. A. A. Prec
UNIVERSAL SERVICE.
Room 102-104.
Chester Hope.
UNITED PRESS.
Green Room (Waldorf Apartments).
Hugh Baillie. J. H. Furay.
R. J. Bender. O. J. Randau.
R. H. Turner. G. M. Clayton.
H. W. Sharte. F. H. Bartholo
C. B. McCabe. O. P. Swift.
M. F. Bourjaily. T. W. Gerber.
J. C. Moore.
CHRISTY WALSH SYNDICATE.
Room 113.
Christy Walsh. B. Dahlstrom.
J. A. Bihler. Miss W. A.
WANT AD BUILDER.
Space (W) in Corridor.
S. P. WESTON.
Room 247½.
WOOD NEWSPAPER MACHINERY CO.
Space (N) in Corridor.
J. A. Esbell. Washington W
E. A. Rehms. Nelson Mayna
Oscar Boeson.
WOOD FLONG CORPORATION.
Space (N). (See Wood Newspaper Mac Co.)
Jackson Townsend. O. Sherb.
Nelson Maynard. O. N. Rathbu
Ray J. Finzer.
WORLD COLOR PRINTING COMPANY.
Room 144.
R. S. Grable. Roswell Messi
CLIFFORD YEWDALL.
Room 225 (Second Floor).

SUNDAY RECORD
ES THIEVES UNDISTURBED NO PROSPE
PLACE AS THEY EXPEND THREE OPERATIV
TIMES HOURS IN MAKING BREAK
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

FOR PROMPT SERVICE
TYPE
BORDERS ~ ORNAMENTS ~ BRASS RULE
Printers' Supplies
KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT
Carried in stock for prompt shipment at the following Selling Houses of the
American Type Founders Company
BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, RICHMOND, ATLANTA, BUFFALO, PITTSBURGH, CLEVELAND, DETROIT, CHICAGO, CINCINNATI, ST. LOUIS, MILWAUKEE, MINNEAPOLIS, KANSAS CITY, DES MOINES, DENVER, LOS ANGELES, SAN FRANCISCO, PORTLAND, SPOKANE, WINNIPEG

THE UNITED FEATURE SYNDICATE

ANNOUNCES

THAT IT HAS SECURED FOR FIRST PUBLICATION THE WORLD RIGHTS TO—

"ABIE'S IRISH ROSE"



NOVELIZED BY

ANNE NICHOLS

FROM HER SENSATIONAL STAGE SUCCESS, NOW IN

ITS SIXTH YEAR

To be released June 20th in 70 daily instalments, each to be illustrated by photographs posed especially for the serialization by members of the New York cast.

Full promotion matter, including detailed working plan for local exploitation, supplied to all purchasing newspapers

Write or Wire for Territory and Particulars

UNITED FEATURE SYNDICATE

WORLD BLDG., NEW YORK

RACINE DAILY OPENS ITS NEW PLANT

Elaborate Ceremonies Mark Occupancy of New Times-Call Building —104-Page Special Edition Issued

As a step in its program of development, the *Racine* (Wis.) *Times-Call* has opened a new plant and building and completely remodelled its old quarters.

Elaborate dedicatory ceremonies marked the opening of the new plant, with newspaper publishers, newspaper and press association representatives and many state officials in attendance.

Equipped with machinery of the most approved type, the Times-Call now has one of the most modern plants in the middle west. The building, only a block from the banks of Lake Michigan, is of white terra cotta. Symbols of printing and journalism are carved in several of the ornamental stones. The building is fireproof throughout and is the first unit of what will eventually be a six story plant.

The mailing department is housed in the basement. On the first floor of the new building the three-unit Goss printing press occupies a conspicuous space. It is designed so that another unit can be added. The press has been placed so that it can be plainly seen through the long, low windows of the first floor. Close to the pressroom is the stereotyping room, which has also been equipped with new machinery.

The private office of Senator Walter S. Goodland, editor-in-chief, is located on the ground floor. The room has a large brick fireplace and is fitted with leather furniture.

On the second floor of the new unit is the composing room, with its long battery of linotype machines and ad alleys.

The old building, which fronts on Main street, has been remodeled. Editorial departments are housed on the second floor. New desks and typewriters, new filing cabinets and the installation of huge steel filing vaults for bound volumes have been added. In a sound proof telegraph room two printing machines type the United Press news. A rest room, equipped with wicker furniture and bright cretonne leads from the editorial rooms to the stairway. All of the rooms have been redecorated and new floor coverings have been laid.

On the first floor are housed the business offices and advertising department, with private offices for heads of the various departments.

Opening of the new plant was the signal for extensive celebration. Governor Fred Zimmerman, accompanied by a staff of state officials, was present to give the dedicatory address at a banquet held in Hotel Racine with more than 250 employes of the paper in attendance.

On the following day an informal reception was held for all friends and subscribers. In the evening more than 5,000 persons jammed the building, and were escorted through the plant where the process of making a newspaper was explained.

A special edition of 104 pages, the largest published in the city, celebrated the opening of the plant.

NEW PRINTER CIRCUIT

A. P. to Start Service on Indiana State Wires May 1

Beginning May 1, the Indiana branch of the Associated Press will undertake a new departure in its state service when printers will supplant operators in all A. P. cities of the state. The service will be as complete as under the present system, with eight-hour day printers and eight-hour night service. Nearly a dozen cities throughout the state will be af-

e printers, which will
perators with regular
of the larger cities
with a supplementary
se are Indianapolis,
, Terre Haute, South
. Evansville will not

p.

WHAT A. P. MEANS TO ME

By W. H. Cowles
Publisher Spokane Spokesman-Review

THE Associated Press means to me the greatest insurance policy that could be written for the people of the United States. Prosperity and happiness for them depends largely on their ability to act unitedly as a well-organized nation free from violent differences of opinion between the States, or sections of the country. An honest and uncontrolled news report like that of the Associated Press furnishes the basis for mutual understanding, and that intelligent greatest welfare of all citizens.

co-operation which is necessary for the

In the absence of such a report, biased and possibly corrupt news services are bound to develop, creating confusion in the minds of the newspaper readers, with consequent distrust between states and sections of the country. Hence every patriotic citizen should discriminate in choosing the newspaper he reads and from which he draws the information on which his opinions are based. He should read only such newspapers as he has found reliable, just as he will listen only to those men whom he has found to be truthful, to the exclusion of those who have in the past given him false information.

install the supplementary wire until Nov. 1, while the other cities will accept it along with the printers on May 1.

The service will be operated by normal speed printers. The operators displaced by the machines will be absorbed in other branches of the Associated Press, several of them becoming operators of the supplementary Morse wires in the six cities mentioned above.

Other cities that will install the printers are Kokomo, Anderson, Lafayette, Richmond and Marion.

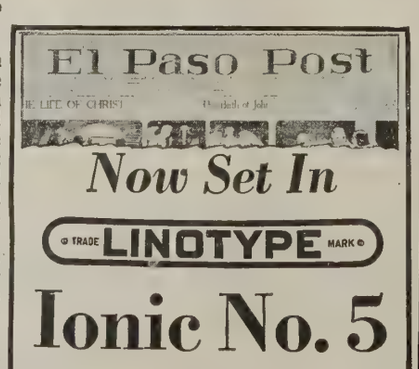
DISCUSSES INSTALLMENT BUYING

Not a Menace to Prosperity Illinois Banker Tells Credit Men

"Installment buying, whether we like it or not, is here to stay and handled properly and judiciously is like many other forms of credit, not uneconomic," declared A. W. Newton, vice-president of the First National Bank of Chicago, addressing 150 members of the Illinois conference of the National Association of Credit men at their annual meeting in Galesburg, Ill., April 16. "Installment credit has had its abuses but these will gradually disappear as inexperienced and incapable men are forced out of business.

"There are millions of people owning merchandise articles today who would never have saved the money in advance to buy them but having gone into debt for that particular object, have saved to pay the debt and are now owners of desirable articles for use or pleasure," he said.

A book has been written about the love affairs of George Sand, the woman novelist. No doubt it starts off with Chap. 1.—*El Paso Times.*



WHAT OUR READERS SAY

"IN TOUCH" AGAIN

April 19, 1927.

To Editor & Publisher: Great is the Editor & Publisher. Upon my return from a two months' trip abroad, in places where American newspapers are rarely seen, I felt greatly out of touch with the publishing and advertising world which moves so fast.

And then! I sat down last night to a feast with the back copies of Editor & Publisher which had been saved for me. And presto! I am once again in key with all the live issues of the day. And I feel again, the human side of this public world—what my friends among the writers and publishers have been doing, what worth while books have been issued, what changes have been made in the newspapers of the land. So, I say, great is the Editor & Publisher!

My hearty congratulations to you and all your associates on the very live magazine you are publishing.

Joseph H. Appel,
Advertising Director
John Wanamaker, New York.

NO FORMAL A. N. A. REQUEST

April 19, 1927.

To Editor & Publisher: Permit me to call your attention to an inaccuracy in a news story concerning the Association of National Advertisers, appearing in your issue of April 16, which makes a rather unfair implication concerning not only our organization but also the American Newspaper Publishers' Association. The article to which I refer appears on page 15 of the above-mentioned issue and credits me with the statement that I had made overtures on behalf of the Association of National Advertisers to have a representative of our Association address the annual convention of the American Newspaper Publishers' Association, and that my request had been denied.

I do not know how you came by this information, but in order that you may know what did occur in connection with the matter to which you evidently refer, the facts are as follows:

Some of our good friends among the newspaper publishers were so much interested in the program of the A. N. A. bearing on newspaper problems, that they suggested that a speaker from our organization appear before the convention of the A. N. P. A. We were quite agreeable to the suggestion because we felt that it would offer an opportunity for increasingly closer co-operation between the two organizations.

The question was subsequently followed up informally, and when we learned that the American Newspaper Publishers' Association had a definite policy of having only its own members on its convention programs, the matter was dropped. It will therefore be evident to you that any statement that a request to appear on the program has been denied by the A. N. P. A. is quite unfair to the latt ganization.

Arthur H. Ogl
Secretary-Treasu
Association of National Advertis

MR. WESTON'S FIGURES

To Editor & Publisher: I was much interested in reading Mr. We article on budgeting a newspaper in issue of March 19.

Anything on this subject is very ful at this time when costs have to such a high level and advertise not take kindly to increased There is no question but that many lishers will have to sharpen their p and figure out new economies durin next few years.

Mr. Weston, however, "hung the c a little thicker than it is necessary statement that a reduction of 10 per in gross revenue and expense mea cut of 50 per cent in net income.

Assuming that Mr. Weston is cc when he states that a reduction in a tising volume first comes from the priced "one time" advertiser and as type of advertising usually consti about one-third of the total volun ten per cent cut in linage would f out a 13 per cent cut in revenue in of 19 per cent as Mr. Weston st Assuming that the expenses were ten per cent the decrease in net p would amount to 16 per cent instea 56 per cent as shown in Mr. Wes very illuminating article.

R. M. Gunnis
Vice-President
Brooklyn Daily E

TALMAN "FOUND" KIRK

To Editor & Publisher: Among treasures in my library are five pres tion copies of the works of Williar Kirk, the poet, humorist and synd writer, whose death was announce Editor & Publisher on April 2. inscriptions testify that I was his editor and the one who "found" Mr. Kirk's literary career began in Paul in 1900, when, as editor of the *day Pioneer Press,* I accepted and pri a series of his sprightly rhymes. "F ing Fancies" was the title I gave t He utilized that heading for his col in the *Chippewa Falls* (Wis.) *He* and also, I believe, for his work on *Milwaukee Sentinel.* When his first came out, in 1904, it bore the s familiar title. To repeat in other w what I have already said in the Pio Press and Chippewa Falls Herald Telegram, it was quite natural tha should watch the career of this vers poet with ever-increasing gratifica and pride, and he was one whom I l as a kindred spirit and for his wholes sunny, manly nature. John Talma

Try the Premier Dry Mats on Your Next Order

THE RESULTS WILL SURPRISE YOU

PREMIER MATS

Regular or Heavy, also in *Medium* Thickness 14c

Featherweight Thickness made up expressly for the Tubular Casting Box 14c

The above quotations are for Case Lots (500) sheets, size 20 x 24
F. O. B. New York City

PREMIER FLONG COMPANY
KARL HAGENBACHER
P. O. Box 671 New York, N. Y. City Hall Station
Sales office: 258 Broadway

FOR GREATER PRODUCTION

S. BENNETT LIMITED
REGISTERED OFFICE
168-174 CASTLEREAGH STREET
SYDNEY.

January 31, 1927.

G. A. E. Kohler, Esq.,
Kohler Brothers,
Wrigley Building - North,
CHICAGO, U. S. A.

My dear Mr. Kohler,

I thought I would just like to let you know the success we have had in the Evening News and Sunday News with the Kohler Reels in our new plant. We have been operating the reels now for nearly twelve months, and are delighted with the results.

Apart from the great saving in time and the speeding up of our edition runs, - the value of which to an evening paper you know as well as I do - we expect from the saving of white waste alone to cover the initial cost of the reels in about three years.

Believe me, from every angle we regard ourselves as fortunate in equipping our machines with Kohler Reels.

Mr. Selby joins with me in wishing you and F. W. the very best. I hope to see you within the next couple of months when I will be visiting U. S. A.

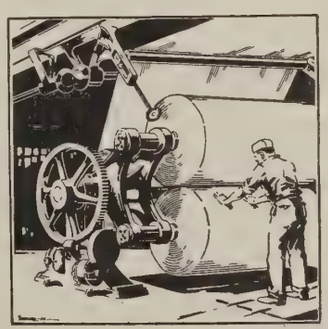
Yours very sincerely,

Ernest G. Knox

General Manager.

EGK-EC

"we expect from the saving of white waste alone to cover the initial cost of the reels in about three years."



"THE KOHLER SYSTEM"

KOHLER
MAGAZINE REELS
KOHLER BROTHERS
ENGINEERS AND MANUFACTURERS

CHICAGO
Wrigley Building North

NEW YORK
Evening Post Building

T. McDOUGALL AGENCY EXPANDING

Capt. Bousfield Added to Firm, British Agent Announces—Wrote Copy for Lord Leverhulme and Cunard Line

Thomas McDougall, governing director of Thomas McDougall, Ltd., British advertising agency, arrived in New York last week for a brief visit.



THOMAS McDOUGALL

He announced that he has recently expanded his business and taken into his company Capt. H. T. W. Bousfield, formerly an officer in the Indian army and at the present time a well-known British advertising copy writer.

Capt. Bousfield, though still in the early thirties, has had an interesting career. In 1912 he graduated with high honors at Cambridge University, and almost immediately afterwards was offered, and accepted, the Chair of History in a university in India. His professorship however, lasted only until the outbreak of the Great War. Then he joined the Indian Army and served at three fronts—in the operations on the North West Frontier of India, in France and in Mesopotamia. He was twice specially mentioned for distinguished service in the field and in 1919 he retired with the permanent rank of Captain.

Capt. Bousfield, who already had done much story writing for the popular magazines and poetry for the more scholarly reviews, decided to enter advertising and joined Lord Leverhulme's organization. He prepared many unusual pieces for this firm, and for two years edited Pears Annual. Last fall he made visit to the United States in behalf of the Cunard line for which he wrote a brochure on the cuisine and service on its principal ships.

ADVERTISING WHITE BREAD

British Millers Replying to Attacks from Brown Bread Makers

(*Special to* EDITOR & PUBLISHER)

LONDON, April 9.—"The more white bread, The sooner you're dead," was a slogan published in health articles in many national newspapers, backed by the authority of doctors and hygiene experts, that became universal throughout Great Britain last year. White bread was stated to be lacking in necessary nutritive qualities, and a prolonged diet of it was argued to be positively injurious to health. The president of the New Health Society, founded to educate the public into healthful living habits, stated it to be "the curse of our age."

The Bakers' and Millers' Joint Publicity Committee has now been formed and is replying to this campaign by means of window bills for bakers' shops and leaflets to be placed on the counter, giving the result of a referendum showing that of nearly 1,000 British doctors 89 per cent eat white bread themselves, and 80 per cent consider it a nutritious food.

Supported by leading bakers and millers the Committee is distributing the window bills and leaflets free to all the bakers writing for them, and is using bakers and confectioners' trade papers to advertise their scheme in.

MARQUIS PLAY FOR ATLANTA

"Out of the Sea" new play by Don Marquis, former columnist of the *New York Herald Tribune*, now writing a weekly humorous article for King Features Syndicate, will have its first presentation by a stock company in Atlanta, Ga., the week of May 16.

WHAT A. P. MEANS TO ME

By Paul Block
Pres. Consolidated Publishers, Inc.



YOU ask what the Associated Press means to me, and I think my best reply to this question is that with an Associated Press membership I would feel safe to go to any section of the world and know that all important State news, National and Foreign news, will appear in my paper, and, further, that it would be authentic, not sensational, and in every way legitimate.

TO COMPLETE NATIONAL PRESS BUILDING NOV. 1

12 Business Floors to Be Finished Sept. 1—Two Top Floors Will Be Occupied by Newspaper Club

With the recent signing of the contract and the deposit of the funds to pay for the construction of the two extra floors of the National Press Building the order has been given for full speed ahead, it has been announced by officials of the National Press Building Corporation, Washington. The supplemental contract with the George A. Fuller Company was signed April 9, and the Riggs National Bank made depositary for the funds required to take care of the additional work.

Almost one year to the day from the date when President Coolidge laid the cornerstone of the National Press Building, with journalists from two continents participating, the picture was completed and formal announcement made that the edifice on the site of old "Newspaper Row" was to rise to its full height of 14 floors. Already it has reached the eleventh floor leveled and with almost 800 workmen on the job. The entire rentable portion of the building to and including the twelfth floor is to be completed under the terms of the Fuller contract with the National Press Building Corporation, by Sept. 1 next. The Press Club quarters which will occupy the F and the Fourteenth street sides of the thirteenth floor and a portion of the fourteenth floor, will be ready for occupancy, it is expected, by Nov. 1.

In addition to a theatre in the rear lower portion of the building which will seat 3,500 people, and shops on the street level of the F street and the Fourteenth street sides of the building, the structure—larger than any other non-government edifice in Washington—will contain almost 1,000 offices, a considerable number of these will be occupied by the Washington correspondents of newspapers throughout the United States, with the balance used for general office purposes.

Try It Out in Michigan With The Booth Newspapers

The Booth newspapers with a net paid circulation of over 260,000 are ideal for test campaigns. This group practically covers the buying power of Michigan outside of Detroit.

These eight communities offer sufficient variety to make a test conclusive, while their relative proximity makes for economical distribution without incurring circulation waste or duplication.



Write any Booth newspaper for a copy of *"The Michigan Market"*

Grand Rapids Press
Saginaw News Courier
Flint Daily Journal
Kalamazoo Gazette
Jackson Citizen Patriot
Muskegon Chronicle
Bay City Times Tribune
Ann Arbor Times News

I. A. KLEIN, *Eastern Representative* 50 East 42nd St. NEW YORK | J. E. LUTZ, *Western Representative* 6 North Michigan Ave. CHICAGO

THE BOOTH PUBLISHING CO.

While in New York

see the

Metropolitan Dry Mat

being used on the editions of

THE AMERICAN
THE JOURNAL
THE SUN
THE TELEGRAM

Compare results with those of other dry mats.

Note specially that METROPOLITAN dry mats require less than half the amount of packing necessary with dry mats of other make.

The labor and time saved in this single operation makes the METROPOLITAN not only the cheapest dry mat but the only one wholly satisfactory for the big plant.

Compare the quality of the printing of the four dailies mentioned with that of metropolitan newspapers using dry mats of other make.

Be your own judge.

WOOD FLONG CORPORATION

501 Fifth Avenue, New York City
Stillwater, New York

N. B. *Information regarding WOOD DRY MATS and equipment may be obtained at our exhibit Mezzanine Floor, Waldorf-Astoria, during the Convention.*

SHOP TALK AT THIRTY



By MARLEN PEW

EVERY man to his own taste, and I do not want to catch the Wall Street assignment. Years ago I dabbled in it, never, however, from choice. I learned the difference between a bull and a bear, and what was meant by shorts, longs, squeeze, amortization, preferred and common and such patter of the Street and could distinguish between a stock and a bond, the exchange and the curb. Although I have written a heap of stuff about security markets, I must in truth now say that the game has always been deeply mysterious and I have long had a sneaking notion that few newspaper men who write learnedly about this department of interest have really penetrated the subject. There are some who can guess exceedingly well what is going on, but few can have any definite knowledge of the great moves behind the scenes.

To write financial news one must at least assume ponderous knowledge. If the market opens lower today, you must say so and ascribe some reason therefor. There is no common source of information. You cannot, for instance, go to an individual at the Stock Exchange and say, "The general market opened off fractionally this morning, with some losses in the rail list ranging to 2 points and over. Why?" There is no such court of appeal. You have read the morning papers. You saw an interview with Mr. Highhat as he was boarding a ship last night wherein he indicated that the Interstate Commerce Commission might rule so-and-so. Probably, he, too, was only guessing. But when rails drop as the ticker begins to buzz you, in positive terms, declare that it was caused by Mr. Highhat's statement reflected in the minds of the traders on the floor. In your little newspaper coop atop some downtown skyscraper, you watch the tape as it reels off its crazy code of letters and numerals, which you must be able to read if you are a Wall Street reporter, and you write something reasonable about the opening and there you stand.

* * *

THERE are some newspaper men who have wonderful contacts in Wall Street, but they do not use them every day or perhaps every week. These contacts may at times yield excellent and true information, but I believe most of the business is by process of deduction, rather than by any exact reporting rule. In other words you write "dope" or take hand-outs or pick your stuff up from the news bureaus. Once in a blue moon we read a story from Wall Street which expresses something more than the writer's opinion. Silence is the rule among the traders and bankers and the bigger they get the more Sphinx-like they grow. That silence is golden is no mere phrase in Wall Street.

* * *

IN my day in the Street the best news source was James Rascovar, the brilliant news chief of the Wall Street News Bureau. When news of his death was published a few years ago a thousand newspaper men must have sent up a prayer, for "Jimmy" Rascovar was always good to cubs. He was never too busy to receive them and never unwilling to give a steer. For a lifetime he lived in the very center of the financial swirl and had the complete confidence of the leading bankers and brokers. If anyone could know anything it would be he. Yet, on many an occasion, he has told me that the only way to cover stories on which I happened to be struggling was to reason out the situation and write from logic rather than any definite information I might obtain. Of course, it is wholly unreasonable to believe that a reporter can work in Wall Street on the rules that govern assignments where the news is enacted in plain view or is possible of open verification. Bankers, brokers, traders, customers are engaged in a terrific competition, a battle of wits. Knowledge of a fact that will affect the value of the stock is like so much sugar in the grocer's barrel. One does not go around passing out his tips. He cuddles them to his breast and trades on them for profit. When a news announcement is made it is a sure bet that it is after the fact or is necessary to the success of some venture. "Beats" are almost impossible, though they do occur. The time element is at highest premium in the financial news department. If, for instance, one of the competing ticker services can flash an important fact 30 seconds ahead it is considered a triumph. Half a minute may mean to a trader the difference between loss and profit. The amazing grist of quotations that the newspapers of the country are now printing, exchange, bond and curb, creates a monumental task for sheet writers and operators. These lists are delivered complete only a short time after the market closes at 3 o'clock (noon on Saturday) and hundreds of newspapers have them on the street within a few minutes to an hour. This is made possible by working the lists, much as brokerage houses post them, up to closing time so that only the last changes need to be made. The mechanics of the news operation in Wall Street offer a subject for a complete article.

* * *

DOUBTLESS an interview with J. Pierpont Morgan, on an important financial situation, would be called the best possible average story in the street, but Mr. Morgan is not talkative. In this he resembles his father, founder of the great international banking house. However many newspaper men have memories of brief talks with the elder Morgan. I recall having once succeeded in reaching his office, a glass enclosed room located near the center of the old bank at the corner of Broad and Wall Streets, I had called to see him about an anthracite coal strike situation and the old gentleman gave me little satisfaction. I interviewed him on the occasion of a birthday and sought desperately to get him to yield his business philosophy, always sure to catch first pages, but he scorned my approaches. No Horatio Alger success poses for him!

* * *

MANY newspaper men going into Wall Street believe that it is a desirable berth on the possibliity of getting rich quick, but I have never known reporters there to cash in in any large way. Indeed, most of the Wall Street reporters I have known are not speculators. This in itself is a tip-off on the uncertainty of the news and how tight and guarded are the business secrets. A financial reporter, hailing from Cincinnati, once told me that he had been called into the private office of a famous old bear operator soon after his arrival in the Street and given a tip. A certain stock, according to the operator, was bound to jump half a dozen points within a day or two. The foxy operator, who knew the reporter was green, advised him to buy and bring in his friends and the "come-on" proceeded to do this and also to spread the story. Unwittingly he created a market for the operator who was very anxious to sell and, of course, he lost his little wad. Wall Street history is replete with friendly little acts like that.

* * *

JUDGE ELBERT H. GARY is sometimes willing to talk to a newspaper man, if the subject is to his liking. Charles M. Schwab has been more candid and generous than the average, and is invariably courteous to reporters. Charles E. Mitchell, who has risen from the plane of a bond salesman to the head of the billion-dollar National City Bank, is very approachable and will give an interview when the occasion is appropriate. Otto H. Kahn talks now and then, but seems more interested in the opera than in finance in these days. But the average big figure in finance is never quoted, though some receive favored reporters and may tip them to stories.

* * *

IN the old days John W. Gates was a great source of news and was always trailed by newspaper men. Big and bluff, he would talk on occasion and really say something. Appearance of his name always reminds me of a queer incident in his life. One Christmas eve I happened to be in the Waldorf-Astoria lobby and met a newspaper man who was in Gates' employ.

"I have just been upstairs with the old man," he said. "None of the members of his family are about and he is lonesome. And what do you suppose he did this afternoon? He sent a porter out to a toy store to purchase a basketful of little animal toys, wooly sheep and little papier maché dogs and cats and he is up there now playing with his fox-terrier, throwing these toys to the dog and watching him tear them up." My friend thought it was humorous. To me it seemed a trifle ghastly, with Third Avenue and its teeming tenements only three blocks off.

* * *

HETTY GREEN, in her little office in the rear of the Chemical National Bank, was always interesting to the reporters of my day in the Street. In her faded black clothes, looking more like a peddler of shoestrings than a multimillionaire trader in stocks and bonds, she made her way around Wall Street and sometimes snapped out some statement that a newspaper man could use. On one occasion she dropped a fortune in Tennessee Coal and Iron stock and became so excited in Gates' brokerage house that she finally fell to the floor and rolled about as if in physical agony. Hetty Green I remember as one of the strangest women I have ever met in newspaper work.

* * *

BUT Wall street is an assignment I do not want to catch. It seems to me like the bunk. I realize that secu holding has spread over the land that financial news is of the gre importance to a large section of reading public and that those who c to this interest are in a legitimate, deed very serviceable vocation. But responsibility is too great for my te constitution. I like to write wha know, or at least think that I hav basis for a published statement of fac

WORKED DESPITE INJURIES

Veteran Reporter Continued Con tion Assignment with Broken Nos

M. E. Sanders, veteran correspond editor of the *Scranton Times*, who is to the 70 mark, recently met with ser injuries at Oneonta, N. Y., where he to report a meeting of the Wyon Methodist conference, but in spite of accident he remained on the job thro out the sessions. Mr. Sanders won torial praise in the Times for his loy On the night of his arrival in Oneo and while on his way to a hotel, Sanders stumbled on a curbstone and to the sidewalk. He suffered a bro nose and body bruises. Many you men would have gone to a hospital would have asked for relief from a we assignment, but not Mr. Sanders. Inst of asking for relief he wired the Scra Times that he would carry on in spit his injuries. He stayed on the job f week and finished up his assignment scoring a "beat" on the assignment pastors for the coming year. Mr. San is said to have reported more Metho conferences than any other newspa man in the country. He has bee member of the Times staff for nearly years.

CELEBRATES 30th YEAR

Members of the various department the *Scranton* (Pa.) *Sunday Scranto* attended a banquet celebrating the pap 30th anniversary. A week before the ner the newspaper issued a special edi of 104 pages.

The Republican-Journal

ANGORA PACTS WITH TURKS IS GIVEN PUBLIC — SMITH TAKES UP BATTLE ON POWER ISSUE — TWO TO

Now Set In

TRADE LINOTYPE MARK

Ionic No. 5

WORLD'S SERIES
By
PLAYOGRAPH

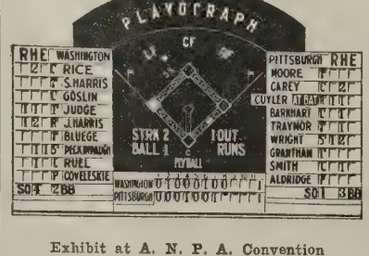
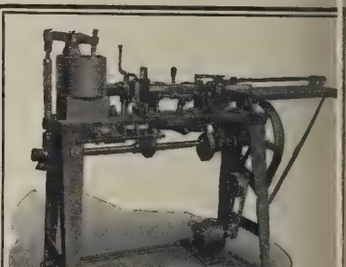


Exhibit at A. N. P. A. Convention

"Watch the Ball"

The slogan made famous by
THE PLAYOGRAPH
ORANGE N. J.



Leads, Slugs and Rules
All You Need!

THE Elrod Slug Caster brings to the composing room an inexhaustible source of supply for leads, slugs and plain rules of various point sizes cut to any length.

Practically automatic and extremely simple, it can be operated with minimum attention by almost anyone.

Changes from one size or kind of product to another are made quickly.

Elrod material is solid and stands up under the most severe press and stereotyping conditions.

Ludlow Typograph Co.
2032 Clybourn Ave., Chicago
Boston—Atlanta
New York—San Francisco

LUDLOW QUALITY COMPOSITION

What we have to Sell!

—more eloquent than any sales talk of ours is the following letter from JOHN P. S. MAHONEY, *Publisher, Lawrence Telegram*

McCoy Health Service
Brack Shops Bldg.
Los Angeles, California.

Gentlemen:

There was something about the person of Dr. McCoy that created a confidence with contact, plus the charm of a distinct personality. There is nothing so far-fetching with a newspaper staff as confidence. Our staff now has more confidence than ever on the McCoy health service and this is due solely to the Doctor himself. The entire staff of our papers with one accord, became pronounced McCoyites.

To say that the Doctor was well received by the Lawrence audience is putting it very mildly. We have constantly been besieged by those who failed to take advantage of the opportunity to hear Dr. McCoy speak, to have him make a return visit to Lawrence and give another lecture. Those who heard the Doctor are loud in their praise and a few went so far as to say that, were they compelled to pay an admission fee of five dollars or more, they would gladly give the fee to hear Dr. McCoy.

While here Dr. McCoy, with great ease and alacrity, answered question after question propounded to him by the audience which took a deep interest in his talk. This ease and alacrity created an impression among his hearers, which has since been broadcasted by those who listened, that is really impossible for us to describe. Possibly at this time it might be well for me to use a business expression or street byword and say that the TELEGRAM-SUN, as well as the people of Lawrence who heard him are completely "sold" on Dr. McCoy and his service.

We trust that in the not far distant future Dr. McCoy will again visit Lawrence and we can assure you that we doubt if there is a single assembly hall that will be able to accommodate the people who want to hear Dr. McCoy. Now, just a word in closing. The writer of this letter has had many years experience in health affairs, in courts and out of courts. By profession he was compelled to prepare himself so that he could intelligently cross-examine the medical fraternity upon the witness stand and he is most pleased to say that Dr. McCoy's lectures and service combined, if heard and read and followed, will mean for every individual who does this, better health, better vigor and better determination to carry on in this world.

Very truly yours,
TELEGRAM-SUN Publishing Co.,
John P. S. Mahoney,
Publisher.

What can I do for my READERS? and for my PAPER?

This is the daily question asked in every Newspaper Office. Give them Dr. McCoy's daily health articles—the benefits to your readers and to you constitute personal appeals that will get and hold reader confidence and circulation. In your newspaper experience have you ever had anything of such worth to offer your Readers? One paper in each City will get this scheme—

will that Paper be YOURS?

McCoy Health Service

1305 Brack Shops Bldg. **Los Angeles, Cal.**

Please send me particulars and price of your Daily Health Service for my Paper.

Name of Paper .....

Address .....

Name and Title .....

BIG FORESTRY PROGRAM READY FOR CONGRESS

Annual Appropriation of $40,000,000 for 10 Years Will Be Requested to Be Spent Like Road Fund Co-operatively With Smaller Units—Replacement of Forests Regarded as Test of Civilization

By GEORGE G. WHEAT

PLANS are now being made to ask the coming Congress to appropriate $40,000,000 a year for ten years for reforestation purposes. This money is to be made available so that the Federal Government can co-operate with States, counties, and smaller governing units in the safeguarding and restoration of forest areas, following a procedure similar to that by which the nation's highway system has been and is being extended. The decision on this method was reached after careful consultation with many leaders of the reforestation movement.

One fact is outstanding—Congress has not taken very seriously past requests for small appropriations when these are viewed in comparison with the large task which forestry leaders have outlined to Congress committees.

Thoughtful readers will recall that it was shown last April in these columns that billions of capital investment will be required to create forests large enough to supply our present annual takings. It has also been shown in earlier articles that while the economic trends are changing our total demands in some major particulars, the annual total takings from the forest do not decline. Just what the future demands will be, no one nor all experts can forecast with any degree of accuracy. This phase, the determining phase of our future actual creation of forests, will be studied with care, and future articles will point out the best conclusions that can be reached.

Logical thinkers will wish a brief review of what was asked from the last Congress and what was gained.

The principal item for expansion of forest areas and actual reforestation was the McNary-Woodruff Bill. This bill asked for $4,000,000 per year for a period of ten years. Director of the Budget Lord had asked that the item be pared to $2,000,000 per year for a two-year period. In the Senate this change was made. Later, an amendment was passed which confined the purchase of lands to the headwaters of navigable streams. Then the bill was once more passed in the Senate carrying the original request.

In the House, Congressman Haugen, Chairman of the Committee on Agriculture, was successful in amending this Senate bill and getting it passed in the House. The amendment cut the bill back to the $2,000,000 per year for a two-year period. Finally the whole attempt died in the filibuster.

Some other measures passed by Congress deserve notice. This annual appropriation for the Forestry Service stands at $17,243,570. This includes $6,500,000 for forest roads and trails. Co-operative fire protection, fire weather warning work, western white pine blister rust, and research work on naval stores received a sum total of increase of about $187,000.

The Stanfield Grazing Bill was made applicable to Alaska.

Of some interest was the establishment of a National Arboretum calling for $300,000. A bill was also introduced to create a new Cabinet Department for Conservation.



Courtesy of Philip W. Ayres, Forester of Society for Protection of New Hampshire Forests.

Twenty-two thousand five hundred acres of virgin spruce forest near Waterville, N. H. This is the last known stand. Some spruce has been removed in portions. A united group of New England forest interests unsuccessfully tried to get Congress to buy this tract as a reserve and to round out the White Mountain National Forest. Save this picture if you wish to see what the original forests were. The logging road of a sawmill company was scheduled to enter this tract in March. One million dollars would have bought it.

What is the sum total?

This Congress did not do anything substantial for increase of forest lands, nor for increase of reforestation, even on our present owned forests.

We should know just what was conplated by this McNary-Woodruff Bill. The intent was to complete the program which has long been under way under the Weeks law. This $40,000,000 was to be used to buy 7,500,000 acres. One-third was to be in New England, one-third in the Southern Appalachians and one-third in the Southern States.

The Weeks law, conceived and started soon after 1900, was passed in 1911. The only constitutional grounds under which the Federal Government was then found to be empowered to act, was under the control of watersheds on the headwaters of navigable streams. The Clarke-McNary Act of the last previous Congress removed this limitation and permitted the Federal Government to extend forest holding upon a commercial basis. This was a large advance of powers favorable to reforestation.

What has been done to date under the Weeks law program?

About $14,000,000 expended has gained slightly over 2,000,000 acres. Of this but 462,000 acres are in New England where the pulp and paper industry needs forests. Divide 16 years into $14,000,000 and we get less than one million per year. We are now standing with but one million dollars, the usual appropriation, available under the Clarke-McNary Act—practically marking time.

There is no ground for discouragement in the fact that we have not made great progress to date. We have not asked for much. Had we got all that has been asked for, we would not be much better off. The sum total would not have increased our forest acreage and our reforestation in any degree comparable with the sum total of our need. This is the primary reason why the plans are now being made to ask Congress for something sizable.

Readers will recall that the country has 81,000,000 acres of entirely denuded, non self-restocking forest lands. These must be actually re-planted in order to grow timber. These lands are the least desirable private opportunity. They are much talked about.

The way in which forest extension can be done with results favorable to our future pulp and paper supply will be made clear by showing where these lands lie. Thirty-four million acres are in New England and the Middle Atlantic, the Lake and the Central States, where about 85 per cent of our paper making is concentrated. Another 34,000,000 acres lies in the South Atlantic, East Gulf and Lower Mississippi States. Paper production is increasing in the South, but it is still below self-support. About 12,000,000 acres lie in the Western States. They have more sawmill waste from their present large industry and some expansion of paper-making is taking place there, but they are still below self-supply of paper. It is understood that economic pressure is forcing the western lumber industry to greater utilization of the timber being cut and the further expansion will take place paper-making there.

Therefore, it is clear that prom action to reforest lands in the pape making regions should be a direct obje tive of the publishing interests. Feder State and other government progress creating forests there will be a defini encouragement to private reforestatio Many mills have too few lands to supp their future a hence little encou agement at prese to do so. The on third of our tot forest lands th are held as far wood lots will once become pote tial sources of su ply of pulpwoo The assurance future marke from the perpetu tion of the pap industry and t co-operation an the direct assis ance of gover ment foresters encourage the far lot owner wi work out result A large share this farm wood l ownership is in t paper-making r gion.

It was show last April in the columns that b about 1,500,0 acres has thus f been actually r planted by a agencies agains the potential lan of the 81,000,0 acreage. The re progress that now being made b the timber-using i dustries towar forest manageme of lands and r growth equal to a nual cut is a mo interesting phase this entire subje

Exact knowled is hard to get. Much research must back of any presentation. This study being made and in future articles its r sults will be shown as far as can learned. The best that can be said he and now is that the spirit to place fores using industries on a permanent basis now healthy, even in spite of the fa that the largest match company has d cided to sell its cut-over lands. The tot accomplishment of forestry manageme of timber holdings, added to the total accomplished replanting, amounts to ju about enough minnows to serve for bai It is now time to try catching sizable fis

The way is now much more cleare for real action. The Clarke-McNar Act, permitting the Federal Governme to enter upon commercial forestry opera tions, the growth of the co-operation be tween all government agencies for fore fire protection and pest control, and th direct co-operation of these with privat timber holders in all ways all becom groundwork for a forward move.

Collective action has arrived and ha become well established in these Unite States. We refuse the Soviet metho and we refuse the Mussolini metho Every time that any sort of Federal o State control of private timber holding in the matters of selective cutting, slas disposal or replanting has been suggeste

(*Continued on page* 94)

United Press

A. N. P. A. Week

Headquarters

Green Room

Convention Floor

Waldorf-Astoria

BIG FORESTRY PROGRAM READY FOR CONGRESS

(*Continued from page 92*)

the cry that has risen has been heard nation-wide. Confiscation of private property, destruction of that personal liberty upon which the very foundations of government rest has been freely prophesied. Evidently we will not be able to embark upon any feudalistic or monarchistic systems of control of handling of private forest lands such as Europe works under with some success. We don't want Europe's system. We can outdo them.

But collective action has arrived. We swallowed collective action during the war. As fast as the general government taxes have been reduced we have shouldered bigger loads of State and local government taxes. We have piled up public bond indebtedness beyond all previous records.

I am moved to take a sub-polite fling at all the various and sundry writers and speakers whose constant headline is "One Out of Every Eight Is On the Public Payroll." All this popular stuff is simply a brag and a growl combined. When the last analysis is made, we find that we are just about where we want to be in this matter of mounting expenses or investments under collective action. We want the schools, roads, paving, bridges, canals, harbors, waterways, irrigation, subways, sewers, public health, flood-control works, water supplies, postal systems, aviation, and proper military establishments. These and a long list of other collective activities contribute to our living standards and those standards are going yet higher and will cost yet more. And what is true is that we are proud of it and going to be more so.

Now we want forests, we need forests and we are probably going to have forests. We want, and know we must have, the benefits that forests give us in their products, and we want the benefits that forests can preserve for us by keeping plenty of forests where they rightly belong. We have found that collective action is the way to get things that take money in large amounts. We have simply been a little longer in getting around to a decision about the forests than we have in several other things.

It is considered advisable to note one hesitancy that marks the minds of some of the foremost advocates of larger forests. There is a tendency to delay while creating more lines of research and making more surveys and testing out this and that place of the entire subject of how to grow suitable forests for our present industries. The fear is found that large mistakes can be made or that we will find out afterward that we might have done better and gained faster if we had but known more of what may possibly be found out from more extended research.

That spirit is healthy and it will grow, and research will grow and we will find out a lot of things. We get echoes of this constantly. Maybe crossbred trees will double the growth of pulpwood trees. Maybe new species of trees will run riot in yields.

But there is just one big mistake that far outweighs all the probable technical mistakes that can possibly be made. And that mistake is to do nothing and do it at the same rapid rate we have done it for the past quarter century.

We know enough about how trees grow, and that trees grow where they have grown. We know enough about how fast they grow to enable us to grow a lot of them and do it fast when we get at the job. Of course we will make technical mistakes in a sizable program embarked upon rapidly.

We have a large body of well-trained technicians, weather observers, climatologists, horticulturists, highly trained foresters. We have enough now to run all the work that we can possibly get started when we get what we ask for from Congress and what will follow from the States. Prompt disposal of all fear of any historic economic blunders can be made. Every fellow that is trained and thousands more that would at once enter training would promptly be all over the lot to help do the job just about right.

But as long as we delay upon the too much advice of the high technicians of forestry we will remain timid, and timidity does not do things. It wasn't timidity that produced the present national forests. We had been having our warnings ever since 1870 and even before. Finally by 1905 we had created our present Forest Service from earlier beginnings.

The real action came when Roosevelt was President. The need of Federal forests and Federal control of all possible lands had become clear to him from his own knowledge and that of his spunky adviser. So he began to set aside national forests from the unallotted public domain lands which were found suitable and advisable. This action, as continued, began to scare those who had been grabbing off all the timber lands they could lay hands on by hook or crook or settler subterfuge and could pay taxes upon. So these interests got busy. A bill was introduced in Congress to remove this executive power and vest it in Congress. Then the real fun began. Roosevelt put the Forest Service to work to select all suitable lands. In the race between the timber-grabbers chasing Congress and Roosevelt chasing his helpers and working overtime to write the Executive orders creating new national forests, Roosevelt won out in "bully" shape and had "the time of his life."

Mainly because these forests were then set aside, we have one-third of these forest lands under Government ownership and management. How much would we have had if Roosevelt had not acted as "audaciously" as he did? The rate at which we have gained new forests since 1911 is the correct answer. That rate as is well known is very slow.

The country is well sold already on the idea that we have the need and are going to create much more forest. This result is expected and is wanted. The steps to capitalize this situation call for direct and definite action now to get Uncle Sam's name on the dotted line.

When it comes to action, there will be plenty of room for every well-informed and even the ill-informed editor and publisher of newspapers to have his say and do his bit and plenty of it. There is confidence that plenty of material is available for that publisher's use.

The editor will be in the position of the high priest or the medicine man at that time.

The poet, the earliest journalist, said: "The groves were God's first temples." Those temples were the meeting place for men's minds. Thence came collective action of those primitive peoples for the group progress.

Today the grover, in the form of the daily news sheet and editorial, are still the temples, the meeting place for men's minds. Thence comes collective action for the group progress.

The real test of our economic civilization lies in how we solve our economic problems. In the matter of raw material supplies, the forests supply is the first test that has come to us. We have not yet met and solved such a problem of raw material supplies. The way we handle this first one will be a definite measure of our civilization and its right to survive. The outcome is not faced with any fear. The only shame thus far is in our slowness to get into action.

We know that it is practicable to get the forests. We know that we want them and that we are going to have them. We know that it will be profitable to grow them. We know what we want and pretty well how to get it. We know quite well enough how the thing should be done technically. The way is cleared for collective action.

ZELLERBACHS GET PULP AWARD

The Forest Service on April 19 awarded the purchase of 835,000,000 cubic feet of spruce and hemlock pulpwood on the Tongass National Forest, near Ketchikan, Alaska, to I. and J. D. Zellerbach of the Zellerbach Paper Corporation, San Francisco.

CLEVELAND ADVERTISING CLUB OPENS NEW QUARTERS IN ALLERTON HOTEL

Debate on War Debt Cancellation Features Formal Opening. Club Founded 25 Years Ago Now Has 1,000 Members.

IT was "Seth Brown's idea," and he put it across a quarter of a century ago. Thus came into existence the Cleveland Advertising Club, which, April 13, formally opened its new quarters in the Allerton Club Residence Hotel, East Thirteenth street.

A packed house greeted the distinguished speakers for the big luncheon. They were Congressman Theodore E. Burton, of Cleveland, and Sir George Paish, former financial adviser to the British chancellor of the exchequer. They debated the question, "Shall the United States Forgive Its European Debtors?"

Burton spoke against cancellation. Sir George pleaded for "forgiveness of the debts" Europe owes Uncle Sam. No decision was formally made. The debate was broadcast by radio station WTAM of the Willard Storage Battery Company, and local newspapers gave much space to the discussion which appears to have been really started when Newton D. Baker, of Cleveland, former Secretary of War, published in the *Clevelander*, monthly house organ of the Cleveland Chamber of Commerce of which he is past president, a lengthy article advocating the cancellation of war debts due us from European nations.

Seth Brown, who was in the advertising business 25 years ago, when bicycles and bustles were popular, was given credit for the vision which led to the creation of the club.

Advertisers were then fighting one another.

"What's the use," he said, "of all this fighting? What if we are competitors—can't we also be friends and maybe gentlemen? If we all pulled together instead of crosswise, we might pick up useful ideas from each other and so benefit the whole business."

With this idea in view he called a meeting of men interested in advertising at the old Forest City House. Printers, salesmen, writers and photo engravers attended, and while they all sat around a big dining-table Seth proposed his idea, the Cleveland Advertising Club, and he was elected president. He rented a small office and when dues were due he passed the hat. One of the charter members, A. H. Madigan, who was third president, today ranks as "dean" of the advertising men of Cleveland.

Seth later moved to Boston and established his own agency, but the club remained, took larger quarters in the Hollenden Hotel, and when the Statler was built E. M. Statler told the ad men he would "cut the quarters in the basement to suit their wants," and he did.

The club's forum luncheons arranged by a committee presided over by William Ganson Rose, have brought to the club luncheons such distinguished speakers as William Howard Taft, ex-president and chief justice of the United States Supreme Court; the late Lord Northcliffe, Kermit Roosevelt, Thomas R. Marshall, when he was vice-president; William Allen White, of Kansas; Emile Coue, John Hays Hammond, and others.

The club now has more than 1,000 members and it co-operates with the Better Business Commission and maintains its own school for teaching of advertising.

Carl P. Himmelman, publicity director for the *Cleveland Plain Dealer*, explained the art of newspaper advertising to members of the Club's school alumni association, April 8. He used diagrams to demonstrate his remarks.

The Club held its last meeting in the Hotel Statler basement, where the club was housed for 15 years, April 9, when Chester E. Lampson, Jefferson, O., historian and newspaper editor, was the principal speaker.

April 13 the club formally opened its larger quarters in the Allerton Hotel Club Residence, a new structure erec by the Allerton Company which oper similar hotels in Chicago and New Yo

The results of the Burton-Paish deb were interesting. A vote of the memb was taken when they entered the lunch room and another after the close of debate. Cancellation lost ground. Bef the arguments cancellation was favo by 16 per cent of the diners, while agai cancellation got 66 per cent in its fa The vote after the debate stood 12 cent for cancellation, 86 per cent agai only two per cent of the diners be undecided, whereas at the first ballot per cent were undecided.

Frank M. Strock, president of the cl presided, and former Secretary of W Newton D. Baker sat at the right Sir George Burton, being flanked City Manager W. R. Hopkins of Cle land, scores of other prominent Cle landers being guests.

Advertising clubs in Ontario, Can., a Ohio cities sent representatives to house warming, April 13.

Paul Teas and John S. King are vi presidents; Robert J. Izant, former ne paper man, world war veteran and n advertising manager for the Central N tional Bank, is treasurer, and George Mills is secretary.

WORLD MAN RESIDEN OF CHINA 16 YEARS

Thomas F. Millard Considered For most Authority on Chinese Affairs—Founded China Press

Thomas F. Millard, who is writi weekly dispatches from China for t *New York World*, is considered perha the foremost authority today on affairs the Far East.

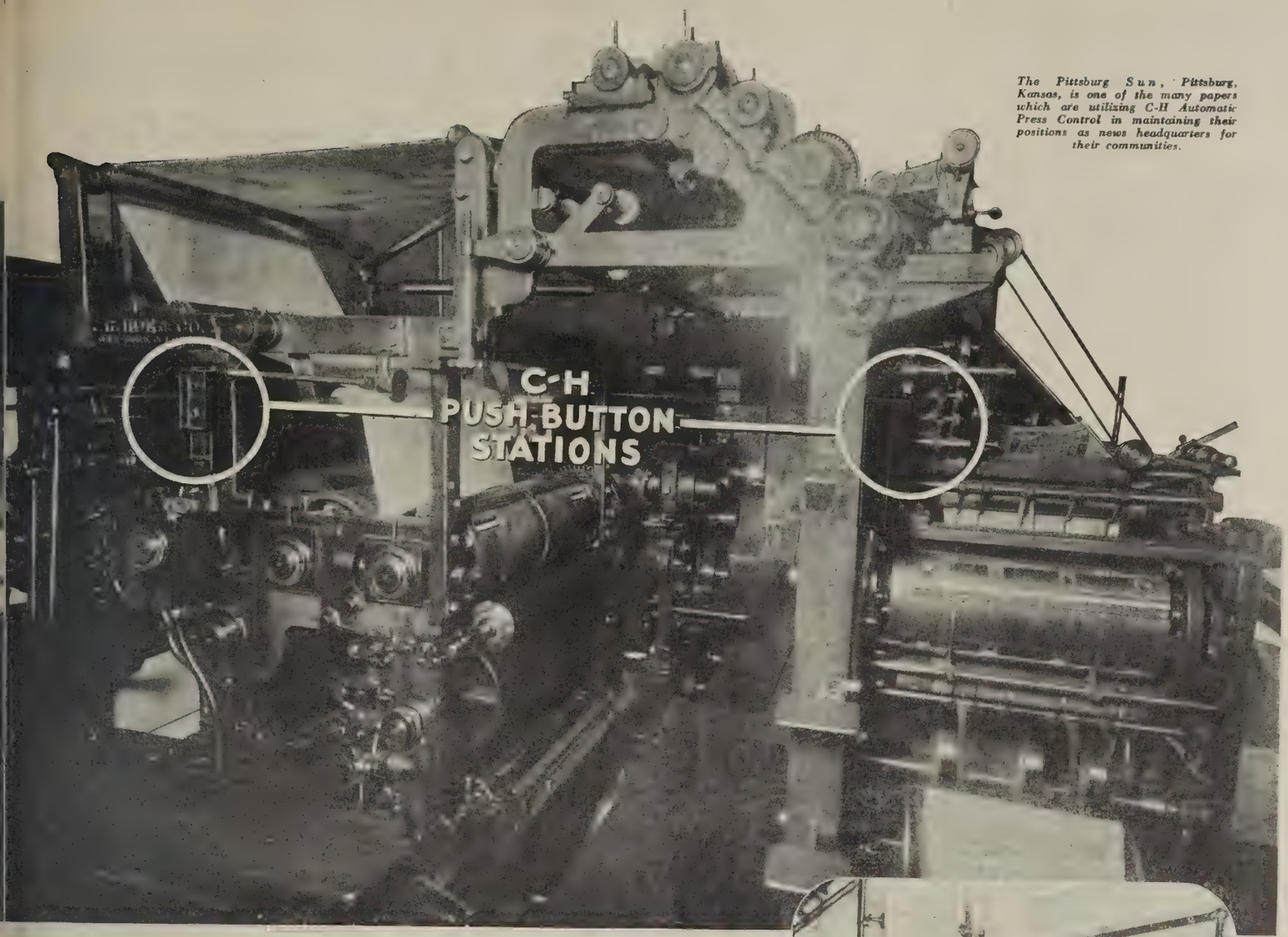
Mr. Millard has been in active newspap work for more than 30 years starting St. Louis after leaving the University Missouri. He served as a corresponde during the Spanish War, and was the on one present at the well-remembered acti at Matanzas, as well as at other mo important engagements. He served as correspondent in the Greco-Turkish a Boer Wars. His first visit to China w during the Boxer uprising of 1900. H represented the World in Manchur during the Russo-Japanese War. He h represented, beside the World, *Scribne Magazine*, the *New York Herald* and t *London Daily Mail*. For some time China he represented the *New Yo Times*.

Since 1911 Mr. Millard has been resident of China. He founded the *Chi Press* at Shanghai in that year, and co tinued its publication until 1917, when l established *Millard's Review*. During t Peace Conference at Versailles he was unofficial adviser to the Chinese deleg tion, as he was at the 1920, 1922 sessio of the League of Nations. In a lik capacity he attended the Conference Pacific Ocean and Far Eastern questio at Washington.

Books that have come from the pe of Mr. Millard in the last twenty yea include "The New Far East," "Americ and the Far Eastern Question." "O Eastern Question," "Democracy and t Eastern Question" and "Conflict Policies in Asia."

DINNER TO SMILEY APRIL 24

Ralph Pulitzer, editor of the *Ne York World*, will be host on April 2 at a private dinner to the directors the North American Newspaper Allianc in honor of David E. Smiley, newly ap pointed general manager.



The Pittsburg Sun, Pittsburg, Kansas, is one of the many papers which are utilizing C-H Automatic Press Control in maintaining their positions as news headquarters for their communities.

Holding reader interest

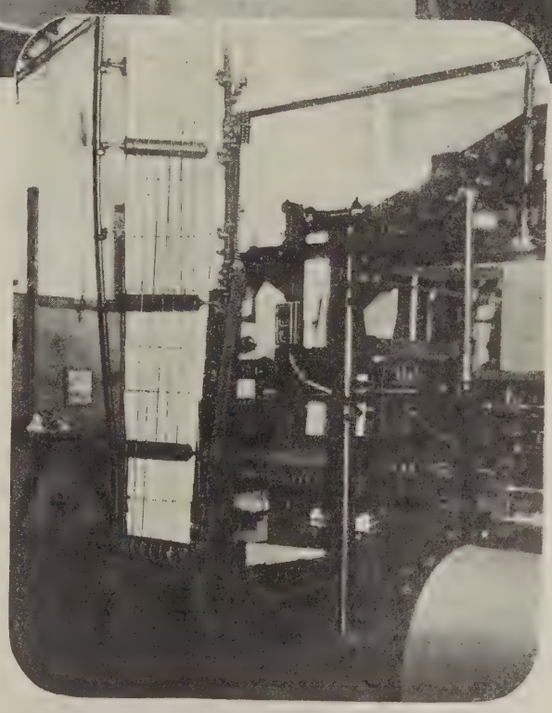
NEWS!—that is the reason your typical reader buys your paper. He wants the "latest" and upon his confidence that he is getting it depends his loyalty to your sheet.

By cutting the time between "deadline" and the instant when the first papers came off the press—C-H Automatic Press Control will help you get more of the "latest" into each edition, and thus help you to boost the leadership of your paper; it means reader interest, circulation, advertising lineage.

Papers in large and small cities profit alike from C-H Press Control. It automatically exercises the intelligence of an expert operator—without the human tendency to fail under pressure—eliminating break-downs when minutes are precious. Presses are accelerated smoothly, quickly, safely and the speed is easily controlled—all from conveniently located push-button control stations.

Over 30 years' experience with your problems enables C-H Engineers to make recommendations that will enable you to fortify the position of your paper. Write us today

The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1203 St. Paul Avenue
MILWAUKEE, WISCONSIN



C-H Conveyors cut to an absolute minimum, the time required to get the papers from the presses to the street. Carrying the papers as fast as the presses can deliver them—up, around, in any direction, to any distance—and depositing them in counted piles—C-H Conveyors save precious minutes and costly labor. They save their cost in short order.

The Elizabeth Daily Journal, Elizabeth, N. J. (Circulation approximatey 25,000) is one of many medium sized newspapers which save time with C-H Conveyors.

CUTLER C-H HAMMER

ess Room Efficiency Depends on Electrical Control

ILLINOIS REPORTER ILLEGALLY JAILED

Spends Hour and a Half in Cell on Order of Grand Jury for Predicting Findings of That Body

Over-zealous estimate of court dignity last week led to the imprisonment of Rae Small, a reporter for the *Rockford* (Ill.) *Morning Star,* for an hour and a half in the Winnebago county jail, because he predicted the findings of a grand jury before that body had formally presented its report. Attorneys for the Star called county authorities' attention to the illegality of the procedure by which Small was committed without warrant or mittimus and he was released. Small has not yet decided whether or not he will seek damages from the county for his confinement in jail.

When Small appeared at the court house the morning after his story appeared he was subpoenaed to appear before the grand jury. Charles Bean, foreman of the jury, interrogated Small about authorship of certain stories concerning the voting of a no-bill against George Nubble, held for murder, and other stories of the grand jury. Small admitted he wrote the story and was questioned as to his source of information. He explained it satisfactorily to the jurors without violating any confidences and no one criticized his method. The jurors, however, were not satisfied. They feared the people might think they had told stories out of school and prominent white-wash of this charge was asked of the Star reporter. Suddenly one member made a motion that Small be sent to jail until the judge "saw fit to release him." Small objected, stating that he had work to do and that he wanted to inform the office of his detention.

"You showed us no consideration—we'll show you none," answered one juror. A vote was called and only one of 24 members voted against the motion. William D. Knight, state's attorney, in the grand jury at the time, did not protest against the action. Attorneys, agreed that the whole proceedings were without warrant, say the presence of the state's attorney, acquiescing in the commitment, has strengthened Small's case for civil damages if he cares to pursue it. An hour later Small was summoned to court before Judge Arthur E Fisher and after a brief statement of fact, the case was dropped.

"I told him myself that he could guess all he liked," Judge Fisher remarked.

STRONG CALLS MEETING

100,000 Group Will Hold Business Session at Waldorf, April 28

Purposes and resources of the organization known as "The 100,000 Group of American Cities" will be discussed at a luncheon meeting of advertising executives to be held under auspices of the group on the Roof Garden, Hotel Waldorf-Astoria New York, April 28, at 12:30. Walter A. Strong, publisher of the *Chicago Daily News,* is president of the group.

Also at the luncheon the group's new book, "A Study of All American Markets" will be reviewed. Louis Wiley, general manager of the *New York Times,* is in charge of arrangements.

Two representatives of the group will be at the Waldorf-Astoria Hotel during convention week to answer queries for market information. They are L. M. Barton and E. C. Tibbitts.

BUILDING MODEL HOME

A silver spade was used in breaking of ground in Highland Park Highlands for the model home to be erected under the direction of the *Chicago Herald and Examiner.* Among those present at the ceremony were M. C. Meigs, publisher of the Herald and Examiner, and "Prudence Penny," Mrs. Leona Malek, Herald and Examiner home economics expert.

WHAT A. P. MEANS TO ME

By Arthur J. Sinnott, Managing Editor, Newark (N. J.) News



Arthur J. Sinnott

THE *Newark News* regards the Associated Press as a very useful agency for collecting general news. We do not agree to the proposition that it should have a monopoly of its field. In its own interests it should have competition.

JOSEPHUS DANIELS FINED

But Judge Reconsiders When He Hears Jury Summons Was Lost

Josephus Daniels, Secretary of the Navy under Wilson, and editor of the *Raleigh* (N. C.) *News and Observer,* left for Nashville to address the Tennessee Legislature after being excused from Superior Court jury duty and relieved of paying a $20 fine for failing to appear in court as a juror.

While in Atlantic City on March 25, Mr. Daniels was sought by a Raleigh deputy sheriff who had a jury summons for the editor. The officer left the legal paper with Mr. Daniel's stenographer, who put it on the editorial desk, where it became "buried."

Upon Mr. Daniels' failure to answer when called out in court, Judge W. A. Devin ordered the clerk to enter a $20 fine on the record for the former Secretary of the Navy. Not until after court had adjourned did Mr. Daniels learn of the fine. Satisfactory explanations followed.

LEAVES NOTE FOR REPORTER

When Arthur F. Ullman of Worcester, Mass., decided to commit suicide last week, he left a note for his friend, Thomas Charles Power, day police reporter for the *Worcester Telegram,* in which he explained his reasons for the act.

NOYES INSURANCE DIRECTOR

Stockholders of the Metropolitan Life Insurance Company have elected Frank B. Noyes, publisher of the *Washington Evening Star* and president of the Associated Press, a director, it was announced this week.

The Aberdeen Daily World
N'S QUAKE TOLL MO
Now Set In
TRADE LINOTYPE MARK
Ionic No. 5

An Old Friend Pays A Regular Visit

THAT'S what happens when Long Island community newspapers make their regular weekly or semi-weekly appearances in the homes of their subscribers. For these newspapers are "old friends" of the families they serve. They bring with them the intimate news of the towns or communities in which they are located. They are interesting and welcome visitors.

Their advertising columns guide the buying habits of Long Islanders.

Let these friends of Long Island families make a place for your nationally advertised product in the home life of these families. Your copy placed in the advertising columns of the newspapers listed below will assure your product of a hearty welcome in the homes of prosperous Long Islanders.

Town	Paper	Publication Days	Circulation	Rate per Inch
Babylon	Leader Suffolk	Friday	3,400	.35
Bay Shore	Consolidated Press (South Shore Sentinel, Islip Press)	Thursday	2,750	.45
Elmhurst	Newtown Register	Saturday	2,500	.75
Farmingdale	Post	Friday	1,100	.30
Floral Park	The Sunrise Trailer	Friday	5,200	.60
Freeport	Recorder	Friday	3,100	.42
Great Neck	North Hempstead Record	Wed.	2,400	.50
Jamaica	Queens County News	Friday	14,675*	1.00
Lynbrook	New Era	Tue. & Fri.	2,800*	.60
Mineola	Central Island Weeklies (Hicksville, Westbury, New Hyde Park)	Friday	4,000	1.00†
Oyster Bay	Enterprise & Pilot	Friday	2,000	.45
Patchogue	Advance	Tue. & Fri.	3,226*	.55
Queens Village	Queens-Hollis Times	Thursday	8,000	1.00
Richmond Hill	Long Island Weekly News	Friday	12,000	1.40
Woodhaven	Leader-Observer	Thursday	8,600*	.84

*Sworn Net Paid Circulation.
†This rate includes the Farmingdale Post.
Figures not marked with a star indicate total run of paper.

You Will See

The Circulation-Building Features of Universal Appeal

Produced By

KING FEATURES SYNDICATE

Wherever You See Newsprint

THE same comic strip that you are laughing over today is delighting marines and mandarins between skirmishes in China.

The serial story in your newspaper which is holding the attention of the American "younger generation" is being read by the youth of Europe, South Africa, Asia and Australia.

King Features are preeminent wherever newspapers are printed because they are the work of world famous artists, writers and leaders of thought. The wire news services sold exclusively by King Features Syndicate are just as their names describe them—INTERNATIONAL and UNIVERSAL.

The superior comics, magazine features, fiction, miscellaneous features, wire news and news pictures produced by KING FEATURES SYNDICATE and its allied services mean newspaper leadership because they meet every newspaper need. Whatever your newspaper requires can be supplied you by this organization. It stands ready also to confer with you any time on your feature and circulation problems.

KING FEATURES SYNDICATE, INC.

M. KOENIGSBERG, President

241 West 58th Street **New York City**

Sole Selling Agent for

International Feature Service
Newspaper Feature Service
Universal Service
International News Service
Star Adcraft Service
Premier Syndicate
International Illustrated News

WEEKLY EDITOR CLOSES CITY'S SPEAKEASIES

Kent Watson of Miami Beach Beacon Exposes "Subterfuge License System" and Gets Police Action

(*Special to* EDITOR & PUBLISHER)

MIAMI BEACH, Fla., April 21.—This city suddenly has become as arid as the Sahara Desert as a result of an editorial crusade conducted by Kent Watson, editor of the *Miami Beach Beacon*, a weekly newspaper.

Nearly 30 saloons and "speakeasies" have been closed by the police under orders from Mayor J. Newton Lummus, Jr., since the publication of Watson's exposé of what he characterized as "a subterfuge license system."

"While the operation of bootleg establishments is banned by the Volstead law," said the Beacon, "the City of Miami Beach has for more than a year earned money for its treasury through the operation of saloons on a subterfuge license plan, the origin of which has not been revealed.

"It has been the custom of the police department to arrest one man in each bootleg establishment every five or six weeks. The man arrested was required to post a bond of from $150 to $250 and the bond was forfeited by Judge S. Grover Morrow in Municipal Court the next morning when the defendant, as was expected, failed to appear. Bench warrants were never issued in such cases.

"Through this system of extracting money, the city has been enriched to a great extent. Figures as to how much money was collected through the subterfuge license system are not available, but a conservative estimate would place the amount at $4,500 per month for the last year."

For several months, Watson has been conducting a crusade to "drive the dives from Miami Beach." Two months ago, several gambling houses were closed, when the Beacon made editorial demand for a police padlock order and published the names of the operators and the location of the resorts.

DAILY NOW SEMI-WEEKLY

Plant City (Fla.) Courier Now Under Management of Wayne Thomas

Wayne Thomas, for many years publisher of the *Plant City* (Fla.) *Courier*, has resumed the management of that property, following the recent resignation of John R. Wheeler, editor and manager.

The Courier was purchased two years ago by W. K. Zewadski, Jr., of Tampa, Mr. Wheeler becoming associated with the business a year later. In resuming the post of publisher Mr. Thomas and his associates announced the probability of their eventually repurchasing the property.

The publication was immediately cut from an afternoon daily to a Tuesday-Friday semi-weekly basis.

Mr. Wheeler has left by automobile for Houston, Tex. He was accompanied by Mrs. Wheeler.

Arthur G. Ivey, former editor and manager of the Courier, but who has not been associated with the paper for the past eight months, has returned to the paper as associate editor, succeeding Russell King.

Fred Moyse, formerly with the Thomas Advertising Service, of Jacksonville, has joined the Courier as advertising manager.

CONYBEARE TO SPEAK

Will Address United Typothetæ Atlantic City Convention

S. E. Conybeare, advertising manager of the Armstrong Cork Company, and president of the Association of National Advertisers, will be a speaker before the convention of the third, fourth and 19th district federations of the United Typothetæ at the Hotel Ambassador, Atlantic City, N. J., April 29-30.

"Selling Printing" has been announced as the theme of the convention. J. Horace McFarland of Harrisburg, Pa., will preside.

Other speakers will include: Frank J. Smith, Rochester; Robert Goldstein, Printcraft Press, New York; Kenneth L. Rolston, Clark Printing House, Philadelphia; Alfred G. Peters, G. A. Peters Company, Baltimore; Peter Becker, Washington, and Hugh Murrill, Jr., Charlotte, N. C. And also E. A. Kendrick, of the Andrew H. Kellogg Company, New York; Robert Pyle, president, Comard-Pyle Company, West Grove, Pa.; and Maurice Weyl, of the Edward Stern Company, Philadelphia.

WHAT A. P. MEANS TO ME

By Frank B. Noyes
Publisher Washington Star and President Associated Press

THE Associated Press to me means the only existing protection of the press and people of the United States against an individual domination of the news furnished them.

If the Associated Press did not exist it would be necessary to create a similar organization if our press is to be free.

SHOW STRESSES DAILY'S SLOGAN

"This Is The Place" Line Drew Applause from Audience

The *Salt Lake City Deseret News* is featuring and has featured for the past two years and a half, the famous slogan, first uttered by Brigham Young when he looked out upon the Salt Lake Valley.—"This is the Place."

This newspaper features a "This is the Place" page each week.

When the road show, "The Vagabond King" came to town, in one of the scenes the hero comes to a beautiful garden spot and says, "This is the place."

He could not understand why he got a good hand, but the audience applauded. The words were emphasized throughout the week, the actors learning the "why" of their unintended "hit"—for the lines were really a part of the show.

WANTS "OLD IRONSIDES"

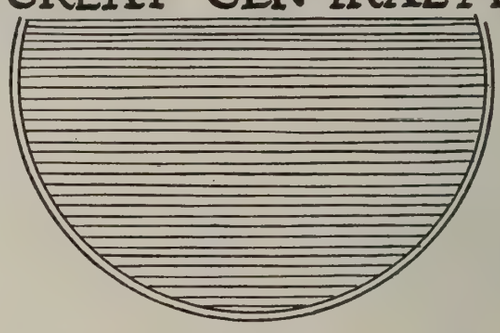
The *Chicago Tribune* is running a campaign to have the historical frigate *Constitution*, or "Old Ironsides," cruise around the shores of the great lakes, and has asked newspapers in almost every city along the lakes to co-operate in pressing the demand upon the Navy Department to end the vessel inland.

BERWYN HUGHES

Berwyn Hughes, who had been a member at various times of the society departments of the *New York Sun, Evening Post, New York Herald* and the *New York Telegram*, died on April 13, in the Presbyterian Hospital in New York.

now
195,000 Daily
425,000 Sunday
and The largest ### home-delivered circulation of # any paper in its territory ####
Los Angeles Examiner

ILLINOIS
THE GREAT CENTRAL MARKET



RAW MATERIALS

Why is Illinois always the responsive market for the national advertiser? The answer is both simple and logical. Nature has blessed this State with an abundance of raw materials, particularly with coal and oil. This affords cheap fuel and power for the development of gigantic industries that give employment to hundreds of thousands of its people.

With its network of railroads and water ways, transportation is comparatively cheap and products can be distributed with facility.

Illinois ranks third in mineral output. The value of its coal production alone averages over 170 million dollars per annum, while in petroleum its average annual output is fast reaching the 10 million barrel mark.

A great agricultural state, an important wholesale and retail center, it represents the second largest market in the United States and should be on the list of every advertiser who has a worth while product.

The newspapers listed below dominate Illinois. They know its value and are ready to furnish facts.

Call upon them.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Alton Telegraph .....(E)	9,814	.05	.05
†Aurora Beacon-News .....(E)	19,440	.07	.07
*Belleville Advocate .....(E)	6,554	.03	.03
**Chicago Herald & Examiner.....(M)	403,806	.55	.55
**Chicago Herald & Examiner.....(S)	1,185,881	1.10	1.10
†Chicago Daily Journal.....(E)	125,007	.26	.24
*Evanston News Index.....(E)	7,631	.05	.05
*Freeport Journal-Standard.....(E)	9,545	.05	.05
†Joliet Herald News.....(E)	20,107	.07	.07
†Mattoon Journal Gazette.....(E)	5,857	.04	.04
†Moline Dispatch .....(E)	12,292	.05	.05
**Monmouth Daily Review Atlas...(E)	5,574	.035	.035
**Peoria Star .....(S) 23,872 (E)	31,103	.085	.07
†Rock Island Argus.....(E)	12,124	.05	.05
**Waukegan Daily Sun.....(E)	5,666	.035	.035

*A. B. C. Statement, Oct. 1, 1926
**A. B. C. Statement, March 31, 1927
†Government Statement, March 31, 1927

for The World



The 28 Duplex press units recently installed at the New York World are driven by G-E Motors and operated by G-E Controllers.

With its large circulation, and with morning, evening, and Sunday editions, the presses at the World are seldom idle.

G-E Motors and Control are built for the exacting requirements of the modern metropolitan newspaper office where safety, reliability, continuity of service, and economical operation are essential.

Engineering problems of considerable difficulty were encountered in putting these new presses into the World Building, and where these problems affected the electric equipment, General Electric met them with capable and satisfactory service.

Apply the proper G-E motor and the correct G-E controller to a specific task, following the recommendations of G-E specialists in electric drive and you have G-E Motorized Power. "Built in" or otherwise connected to all types of industrial machines, G-E Motorized Power provides lasting assurance that you have purchased the best.

GE Motorized Power
—fitted to every need

200-61

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, SCHENECTADY, N. Y., SALES OFFICES IN PRINCIPAL CITIES

CEDAR RAPIDS DAILIES ARE COMBINED

Gazette Acquires Republican and Is Publishing Seven-Day Paper Alone in Its Field—J. L. Miller President

CEDAR RAPIDS, Ia., April 18.—The *Cedar Rapids* (Ia.) *Republican*, established in 1870 as successor to the *Observer*, issued its last edition April 17, and on Monday appeared in consolidation with the *Cedar Rapids Gazette* as the *Gazette and Republican*. The owners of the Gazette on Saturday completed negotiations for the purchase of the paper. J. L. Miller is president of the Cedar Rapids Gazette Publishing Company, with Verne Marshall managing editor.

"Ever increasing costs of production tell the story," said J. S. Farquhar, Republican publisher, in a signed statement announcing the sale.

The merged publications will appear as a seven-day paper, the first in the city under a single ownership. The new paper will be alone in the local field. It will be served by the United Press, Associated Press, Universal and International News wires with all special features of both papers retained. Correspondents' lists of both papers have been merged. The consolidated paper will be published six afternoons a week with a Sunday Gazette and Republican the seventh-day edition.

Circulation, good-will and equipment of the Republican was included in the purchase. The price was not announced. The Cedar Rapids Republican, as a corporation, was not included in the sale.

The Republican has appeared under a dozen group and individual ownerships since it was established in 1870, the last transfer in 1922 taking the paper from L. A. Brewer, who had previously acquired interests of his partner, Congressman Cyrenus Cole, both prominent Republican politicians in the state. Since then the Republican has been owned by J. S. Farquhar, R. G. Grassfield, H. M. Havner, W. G. Dows and Isaac B. Smith.

TELEGRAM CASE IN COURT

J. E. Wheeler Asks U. S. Court to Declare Oregon Daily Bankruptcy

Both state and Federal courts at Portland have been occupied recently by the affairs of the *Portland Telegram*, which is now being conducted by Amedee M. Smith, receiver. After creditors had obtained the receivership in the state court, J. E. Wheeler, owner of the capital stock of the Telegram, filed application in the Federal court to have the Telegram Publishing company declared a voluntary bankrupt.

Mr. Wheeler's action followed an order from Judge Walter H. Evans of the state circuit court, issued the same day, restraining Wheeler from interfering in any manner with the affairs of the publishing company while it was in the receivership.

When counsel for Mr. Wheeler appeared in the Federal court to start bankruptcy action they met with opposition from attorneys representing Telegram creditors. Judge Rudkin held that the order of the state court could not interrupt the bankruptcy action of the Federal court, but he allowed the Telegram creditors time to intervene and show cause why the bankruptcy should not be allowed.

Alfred A. Hampson, attorney for the Lumbermen's Trust Company of Portland, opposed the bankruptcy action. Counsel for Wheeler contended that bankruptcy was the best way to effect a quick sale and stop the losses in operation that the paper is now incurring.

The bankruptcy petition placed the liabilities of the company at $492,015 and the assets at $1,007,204. The largest unsecured creditors were J. E. Wheeler, $101,907; Meier & Frank company, $10,000, and 260 small creditors with total claims of $100,136. Liabilities on notes or bills discounted: Bank of California, $33,000; Northwestern National Bank, $120,000; Anglo & London & Paris Bank of San Francisco, $20,000; Crawford County Trust of Pennsylvania, $20,000; First National bank of Sharon, Pa., $3,000; Colonial Trust company of Sharon, Pa., $5,000; Graham Paper company, $16,789 George Johnson, $14,206; Western Bond & Mortgage company, $30,000. The Associated Press membership is listed in the assets at $600,000.

Meanwhile the Telegram employes, under the leadership of Harry Frye, city editor, have started a movement to buy the paper. At a recent meeting they made a beginning by subscribing $51,000, an amount that has since been increased somewhat.

The Portland Telegram was adjudged a bankrupt April 19 by Federal Judge Rudkin. Mr. Smith will continue to function in charge of the paper pending the election of a trustee by the creditors. Publication of the Telegram will continue, it is announced, and it is expected that the property will be sold at an early date. Among the many creditors is a group of syndicates and feature services and other small creditors which hold claims amounting to some $30,000.

BANKRUPTCY ACTION

Action in bankruptcy has been filed in United States Court, Scranton, Pa., against the Scranton Dispatch Publishing Company, publishers of the *Sunday Dispatch*.

ANNOUNCE ENGAGEMENT

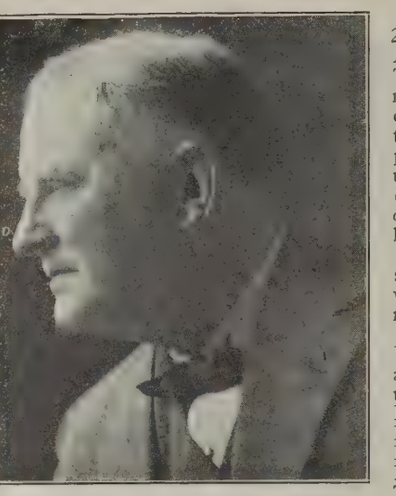
Mr. and Mrs. Clark Howell, Sr., on April 16 announced the engagement of their daughter, Miss Nancy Carr, to William Thomas Healey of Atlanta, the wedding to be held in June.

$300,000 PLANT ADDITION

Plans for the immediate erection of a $300,000 addition to the plant of the Meredith Publications at Seventeenth and Locust streets, Des Moines, Ia., were announced this week by Fred Bohen, associate publisher.

WHAT A. P. MEANS TO ME

By William Allen White, Editor Emporia (Kan.) Gazette



William Allen White

YOU ask what the Associated Press means to a country paper like the *Emporia Gazette*. In the first place it means accuracy, and in the second place, it means all the speed that accuracy will stand. In addition to speed and accuracy, the Associated Press means intelligence. And in addition to speed, accuracy, and intelligence, the Associated Press means a fair and honest treatment for every phase of news.

PROMOTIONS IN PORTLAND

C. L. Baum, of the *Portland* (Ore.) *Journal*, has been appointed promotion manager, succeeding R. S. Thompson, who has been made classified advertising manager.

VANCOUVER PUBLISHERS INSPECT NEW PIER



R. J. Cromie, publisher of the *Vancouver Sun*, Mrs. Cromie, and F. N. Southam, photographed on the new Government Pier, Vancouver. Mr. Southam is publisher of the Southam papers of Canada which include the *Vancouver Province*.

NEW HAVEN DAIL IN MERGER

Times-Leader Buys and Cons Evening Union—Latter Daily cently in Receivership

The *New Haven Union* was o 20 merged with the *New Haven Leader*, a companion evening new The owners of the Times-Lead nounced that they have purcha evening and Sunday Union, and the future the two newspapers w printed in amalgamated form un ultimate name of the *New Haven Union*. William A. Hendrick, p of the Times-Leader, will direct t lication of the amalgamated newsp

The announcement of the Times said that plans were in process veloping and expanding the c newspaper properties.

Several weeks ago the New Union went into the hands of re and, at an auction sale, was pu under conditional provisions by D Fitzgerald, formerly Mayor o Haven and Chairman of the Com Democratic State Central Con Mr. Fitzgerald confirmed the sale Times-Leader.

The New Haven Union was f nearly 60 years ago by Alexander and has been owned and mana members of the Troup family u present time. The Union has Democratic party organ with P sive tendencies. The Times-Lead been independent Republican.

TO HOLD POSTER EXHI

Examples of British Work to B played at Olympia Conventi

(*Special to* EDITOR & PUBLISHER

LONDON, April 9.—A 700 foot in the front of the main hall at O London, where the British Adve Convention and Exhibition is to b in July, will be devoted to a sh posters, representative of the fo examples of poster art in the Isles. "Hoarding beauties" will feature of the display and prizes will be given every day o exhibition to the public for the se of the most attractive posters.

In this connection much intere been aroused among British adve men by the pronouncement of Mrs. tine Frederick, of New York, at in London to study British adve methods, and who states that in A the pretty girl advertisement is re as belonging to almost prehistoric tising.

"Reason why" advertisements a ter calculated to sell goods to the can public, Mrs. Frederick said. "pretty girl" was now only go selling luxuries to men, such as rettes, etc.

Mrs. Frederick thought that women should be employed in Brit vertising than are at present. Wo England, she pointed out, were j businesslike as American wome Mrs. Frederick thought that th fluence would greatly increase th of advertised commodities to wom

PRINTING RECORD EDITI

What is claimed to be the larges of a single newspaper in Yiddis printed will be published Sund the occasion of the 30th anniv of the *New York Jewish Daily ward*. The paper will contain 40 of rotogravure and a special Engli tion in 24 pages. Nearly 100 from all over the world have cont to the issue. Two hundred and fif thousand copies will be printed.

BOXING WRITERS DINE

The annual dinner of the Writers Association of Greater York will be held at the Hotel April 24. Wilbur Wood, *New Sun*, is association president.

CLAYBOURN PRECISION MACHINERY
for Better Newspaper Printing

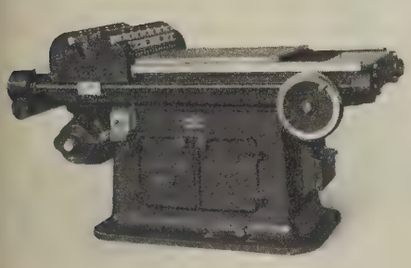
WE MANUFACTURE a complete line of *PRECISION MACHINERY* for newspaper publishers for producing accurate materials in making up the composing room forms.

Mats are no more accurate than the forms from which they are moulded—neither are the plates more accurate than the mats from which they are cast. To improve the quality of the printed sheet, provide the necessary means to accurately prepare the materials making up the forms before moulding. The net result of *uniform height in the form* is *better plates* and *better printing.*

Our machinery will precision curved stereos for color and magazine printing—greatly reducing make-ready, and produce a superior quality of printed product. Ask the users of our machinery—Pittsburgh Press, Milwaukee Journal, Philadelphia Inquirer, Detroit News, and other units now in process.

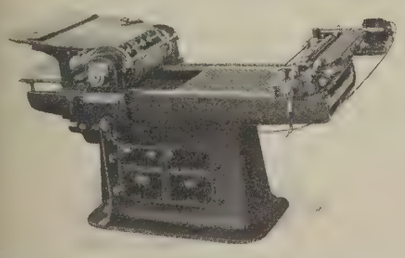
Never before has *PRECISION* played so important a part in newspaper publication, and is fast supplanting the old haphazard methods.

Follow that impulse and write for full information NOW!



The Claybourn Precision Double Head Flat Plate Shaving Machine

For shaving shell stereos, electrotypes, and stereo base for mounting zincs and shell stereos to accuracy, thus insuring level printing line in face of form before moulding.



Claybourn Precision Flat Plate Power Proof Press

For proofing zinc etchings, shell stereos and electros, etc., for checking printing qualities before assembling in composing room form.



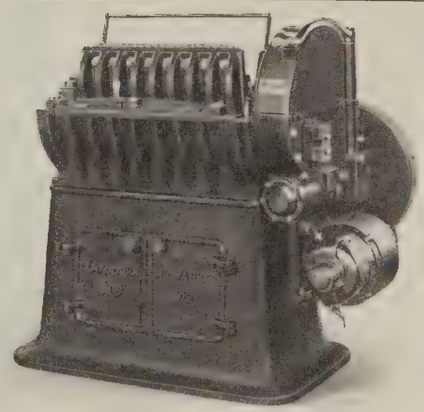
Claybourn Precision Gauging Machine

For checking stereo base mounting material, zinc etchings, shell stereos and electrotypes, in order to establish a standard height of all materials making up the printing form.

Curved saddles are provided for checking curved stereos for uniform thickness. Also used for checking product of type casting machines.

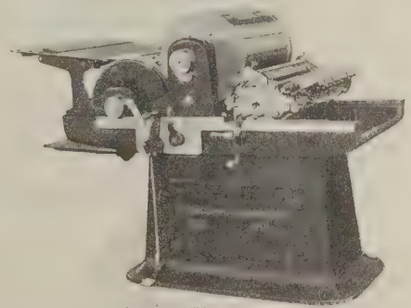
Adopt standards and maintain them by a definite method.

This applies to all materials in composing room, stereotype department and press-room.



Claybourn Precision Curved Plate Shaving Machine

For accurate shaving of curved stereos for newspaper, color comic and magazine printing. Has no equal for producing perfect plates.



Claybourn Precision Curved Plate Proof Press

For proofing curved stereos, after shaving, *without make-ready*, to check printing qualities before delivery to press room. Provides an accurate check on product of stereotype department.

CLAYBOURN PROCESS CORPORATION

Milwaukee, Wisconsin **New York Office, 461-8th Ave.**

Telephone Chickering 5656



Powers Engraving Companies

Operating Three complete Commercial Plants and one complete Newspaper Plant, Day and Night, and our own research laboratory, all of which are constantly working to develop new ideas in the Art of Reproduction and improving old ones.

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154 Nassau Street

POWERS REPRODUCTION CORPORATION
Telephone Pennsylvania 0600
205 West 39th Street

POWERS FOURTH ENGRAVING COMPANY
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208 West 50th Street

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We Can Save Money and Time, Also IMPROVE the QUALITY and SERVICE of Any Publishers in the United States Operating Their Own Photo Engraving Plants

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205 West 39th St.~Tel. PENnsylvania 0600

POWERS FOURTH ENGRAVING CO.
208 West 50th St. ~ Tel. CIRcle 1300

FRENCH PRESS MUSEUM OPENED FOR DAY

Journalism History Traced from 1631 Gazette to Present by Exhibition Under Patronage of Doumergue

PARIS, April 9.—Under the official patronage of the President of the French Republic, a museum of French journalism from its inception with the *Gazette* of Théophraste Renaudot in 1631 to current issues of Parisian dailies, was opened yesterday by M. Doumergue and is on view for one day only at the official residence of the President of the Chamber of Deputies, 128 rue de l'Université. The exhibition was organized by the Syndicate des Journalistes and the proceeds will go to its mutual aid fund.

In the afternoon an auction sale was held at which a great many historic issues and other newspaper relics were disposed of by M. André de Fouquieres, prominent figure in French art and literary circles. The exhibition occupies three large halls of the beautiful residence of the President of the Chamber.

Among a large number of first issues of French newspapers, one of the most interesting from an American standpoint, is a copy of the *New York Herald* dated October 3, 1888, and printed in gilded ink. In forty years since this paper was printed the gold has worn off and it is now difficult to read the news articles appearing in that first issue of James Gordon Bennett's new venture, the pioneer American newspaper in Europe.

In the various exhibits practically every prominent figure in French journalism and public life during the last several hundred years is represented either by photograph, drawing or caricature. The names of some of the most widely read of French authors are signed to the articles appearing in the old journals.

There are copies of newspapers published during the Revolution, the Seige of Paris and the Commune, as well as special issues and editions got out during the most eventful weeks of the World War.

Famous interviews, such as that of Pope Leo XIII by Mme. Severine, and articles which let loose revolutions and brought upon their authors the attention of the law and the police, are shown in manuscript.

ABYSSINIAN EDITOR JAILED

Punishment Follows Objection by Fascists to Article

The long arm of censorship exercised by the Italian Government reached out to Abyssinia when the newspaper *Light and Peace* of Addis Abada reproduced from the French newspaper *Le Proletaire* an article allegedly offensive to Fascismo and accusing the Italian government of carrying out expansion policies toward Abyssinia.

Following a protest from the Italian government, says the Rome Bureau of International News Service, the issue of the newspaper was withdrawn from circulation, its editor sentenced to one month in jail and a fine imposed on the writer of the article. In addition the school at which the writer was a teacher was ordered closed by the government as further punishment.

The Italian government expressed its satisfaction for the measures taken by Ras Taffari, Regent, which are said to have no precedent in Abyssinia.

PLANNING FARM EDITION

A farm edition has been announced by the *Albany* (N. Y.) *Knickerbocker Press* for Sunday, May 1. An appeal for advertising is being made to owners of farms who desire to sell. They are offered special rates for ads carrying halftones of the property for sale. Sample ads are printed as well as blank forms for space buyers to fill in. It is the first attempt of Albany newspapers to publish a farm edition.

PRESIDENT DOUMERGUE OPENS NEWSPAPER EXHIBIT



In the Chamber of Deputies in Paris recently the first comprehensive newspaper exhibit was opened by President Doumergue of France. The photograph shows President Doumergue (center) inspecting rare copies of early European newspapers with the organizer of the exhibition.

"POTASH-PERLMUTTER" COPY RUN BY STORE

Finkelstein and Maisel "Factory to You" Firm, Do a Comedian Act in Advertising Columns of New York Newspapers

A notable characteristic of the Jewish people is their willingness to laugh at and make jokes about themselves. This trait is being exploited cleverly in advertising copy which is being placed in New York newspapers by Finkelstein and Maisel, a "From Manufacturer to You" store on Broadway. The copy has been appearing at intervals for some time. The two-column copy, written in the lingo of Potash and Perlmutter, is headed "Finkelstein said to Maisel—" One of their recent advertisements carried the sub-head. "No, No—It'll never be!" The text read: Finkelstein said to Maisel, "You know, Maisel, it almost broke mine heart Saturday when good customers had to wait to be waited on. Always somebody's mother-in-law dies when we got to do business. But," continued Finkelstein, with a broad smile on his face, "did you see how pleased they were when we did wait on them? It's a pleasure to wait on such people!

"I tell you," furthered Finkelstein, as he drove his hand down on the cutting table upstairs in the factory, "the Polo Grounds wouldn't even be big enough if every man knew what values we give. At $34.88 they can't buy better for $60.00, and at $24.88 and $29.76 they can't buy better for $45.00 or $50.00. I'll give 'em back their money if they can!"

At this point Maisel broke into Finkelstein's conversation. "Well, well, ain't we growing? Look at this beautiful showroom! Didn't we used to sell from here in the factory? Maybe yet it will come some day, a business in the Polo Grounds."

"Yes, you're right," retorted Finkelstein. "And you know everything we sell goes out like a customer tailor job. We are so particular with our alterations. Don't we fit everybody?" furthers Finkelstein, as he boils with enthusiasm. "Does it make any difference if he is short and stout or long and thin? I tell you, Maisel," says Finkelstein, as he follows up Maisel like a pugilist banking on a knockout, "if ever a customer is not satisfied, give him back his money!"

"No; no" Maisel replies as he backs away from Finkelstein, "it'll never be; we must satisfy everybody."

MUNCIE, IND., IS QUIET AFTER DEARTH TRIAL

Editor Dale Out on Bond on Libel Charge—Judge Dearth Orders Minister from His Courtroom

Things are quiet in Muncie, Ind., scene of many political wars and the long-drawn-out battle between George R. Dale, editor of the *Post Democrat*, and Clarence W. Dearth, judge of the Delaware county Circuit court, the climax of which came recently with the acquittal by the State Senate of Judge Dearth on seven impeachment charges alleging suppression of the press and jury fixing.

Dale, who was arrested on a charge of criminal libel the day before the trial ended in Indianapolis and who was immediately released on bond, has not been brought to trial.

The judge, after one apparent stroke of revenge against an opposition witness at his trial, has given no further cause for newspaper comment.

When the Rev. John W. Nicely, pastor of a Muncie church, who testified at the impeachment trial that Judge Dearth's reputation for honesty and integrity was bad, went to the Courthouse a few days after Dearth's acquittal to talk with the Court reporter, the judge ordered him from the courtroom, saying he "didn't want you around here." Criticized by the public and in the press, Dearth denied he had ordered the Minister from the courtroom, saying he found him looking at some of his private correspondence and merely asked him not to do that. The Rev. Mr. Nicely replied in a statement declaring that he had not been looking at anybody's correspondence and that he had been summarily ordered from the courtroom as soon as he entered. There the controversy rests.

Meanwhile public opinion and the editorial writers of several Hoosier papers, white hot with accusations and denunciations for the several weeks before and during the trial, have simmered down to such an extent that the familiar names "Dale" and "Dearth" have not been seen in a newspaper headline for more than a week.

WHAT A. P. MEANS TO ME

By Edward H. Butler, Publisher Buffalo (N. Y.) News



Edward H. Butler

THE Associated Press by reason of form of organization—mutuality gives the very best possible service in way of a news report to its memb and stands pre-eminent for the reliabil and all-embracing character of its ne report. It is part and parcel of m than 1,200 newspapers, nearly all which, on account of the mutual char ter of the organization, contribute news of their own respective localities the Association and are, therefore, vita interested in advancing the organizatio progress in a way that is not true purely commercial news distribut agencies operated for profit. Not actu ed for gain or self-aggrandisement, serves all alike without bias, prejud or "color" in its news report. The As ciated Press is non-partisan to the degree and, therefore, cannot be s jected to the charge of playing favori from any angle, but, on the contrary, be relied upon for its truthfulness authentic statement of facts. The ne report is conspicuous for its cleanlin and no member will ever have cause embarrassment through the publication this report. It is informative, instruct and enlightening.

Membership in the Associated Press one of the greatest assets in the field journalism.

STUDENTS EDIT DAILIES

Twenty-eight students from the vanced classes in journalism, Louisi State University, had full charge of news and editorial departments of two Baton Rouge dailies Tuesday, A 12, the *Morning Advocate* and the *St Times*.

AUTO HANDBILLS BANNED

With the signature of Mayor Woodi of Danville, Va., an ordinance became fective which prohibits the placing of c or poster advertisements in parked au mobiles also the placing of labels radiator caps. Car owners complai of the printed material they find in th cars, and the city authorities complai of the litter to be found in the streets.

FORD RADIO TALKER

Andrew W. Ford, managing editor the *New York Telegram*, will give radio talk on "The Making of a Ne paper" over Station WNYC on Fri evening, April 29, at 8:30 p. m.

Circulation Solicitors!

THAT'S what Dr. McCoy's daily health articles are. Read some of the letters that Dr. McCoy receives in his daily mail from all over America.

See how, in the homes of neighbors and friends, the paper carrying the McCoy Health Service is being sold in a big sincere way.

VANCOUVER, B. C.

"Your gospel of health and diet has become something of a religion with me. I practice it myself, my family practices it, some of my friends practice it, and *I preach it with the ardor of a missionary.*

"In our home, we are constantly testing something new along the lines which you suggest in our EVENING SUN and the expectancy with which we come to the table is—well, I may almost say, amusing, and this in itself is, I should say, health giving.

"I can truthfully assert that, to the extent of my ability as a judge, every suggestion of yours relating to diet that we have attempted has worked out according to rule."

(Signed) Joe Snelgrove,
1385 12th Avenue West,
Vancouver, B. C.

YORKVILLE, NEW YORK.

"Will say that I find more common sense in your Health and Diet advice in the ALBANY TELEGRAM than I have ever received elsewhere."

(Signed) David E. Larkin,
Oneida County,
Yorkville, New York.

MEDINA, OHIO.

"I have just commenced to read the articles printed in the TIMES PRESS, Akron, Ohio, on Health and Diet by Dr. Frank McCoy, and I think they are just what every American should read. They are fine, and I am so taken up with them that I wish to ask if it is possible for me to get those articles which appeared back in January and February, as I am told by others that these numbers were so very good. I have commenced to take the paper, and will take it in the future."

(Signed) George M. Buchannon,
Medina, Ohio.

DENVER, COLORADO.

"I believe your articles on Mucous Colitis saved my life."

(Signed) Mrs. Charles Archer,
860 Ogden Street,
Denver, Colorado.

OSHAWA, ONTARIO, CANADA.

"It is wonderful work you are doing—trying to educate people to the right way of living and caring for their bodies. At bridge parties, clubs, etc., even in our small town, one hears Dr. McCoy quoted on all sides, and I think I may sign myself 'Another McCoy Booster'."

(Signed) Miss Winnie MacPherson,
Oshawa, Ontario.

PENNINGTON GAP, VIRGINIA.

"Your treatise booklet received last week is most comprehensive. I have never read a more concise explanation and treatment of gastric disorders.

"Doctor, it would surprise you to know the percentage of readers actually reading your syndicated health articles, and I know that my friends read your articles—I see to that.

"Relative to my wife's condition, she is progressing nicely. The gastric symptoms disappeared after a seven-day fast, and she is now eating without any discomfort, and is *gaining.*

"I have marked this letter 'personal' for I want you to know that we appreciate your service."

(Signed) L. C. Beard,
Box 201,
Pennington Gap, Virginia.

LOUISVILLE, KENTUCKY.

"All I have heard speak of your wonderful health articles say you are the *best* the COURIER JOURNAL has ever published, and I most heartily agree."

(Signed) Mrs. Samuel P. Pope,
2045 Douglas Boulevard,
Louisville, Kentucky.

SANTA CLARA, CALIFORNIA.

"I have been reading your articles in the REPUBLICAN on Health and Diet. I also have a friend who is following your diet treatment for rheumatism and is so much improved that she asked me to write to you about my case. Will try and explain briefly. ....."

(Signed) Mrs. Willie Windrem,
1751 Lexington Street,
Santa Clara, California.

No subscription solicitation or newspaper promotion, even at twenty times the cost, will work as effectively night and day for your newspaper, as the McCoy Health Articles.

Inquire for your Convention Rooms at the Waldorf during Convention Week and let our representative show you the circulation possibilities of this fine service.

McCOY HEALTH SERVICE

Brack Shops Bldg. **Los Angeles, Cal.**

A. P. DIRECTORS FAVOR BOND REDISTRIBUTION

(*Continued from page 6*)

than he, that this campaign was precipitated by Adolph Ochs. Mr. Ochs, at the last meeting, utilized these two undemocratic inequalities, first—to make it appear that Hearst had more voice in Associated Press matters than he should have, and second—that he had protest rights that 1,000 other members did not have.

"If Mr. Ochs and his associates were sincere in these arguments, how will they answer the fact that Mr. Hearst is willing to surrender every extra bond vote he enjoys and is willing to extend to every member protection of the protest right, although he, Hearst, will not gain anything by these changes?

"Certainly, if it was a matter of reproach that Hearst possessed these rights in 1926, it cannot be a matter of recrimination in 1927 that he should be willing to put himself on the same plane as every other member of the Associated Press and relinquish any special privileges which he holds.

"Is it not more to the point to ask why the board of directors, who found occasion to utter the reproach, should not now align themselves with Hearst for the purpose of completely wiping out the cause for the reproach?

"Mr. Noyes in his letter to the members intimated that there are legal obstacles in the way of eliminating the bond votes.

"Mr. Neylan, in reply, tells the membership, that the reference to serious legal obstacles in the bond matter might fool a layman, but would afford hearty amusement to any one who had studied law for 48 hours—and he, Neylan, is a lawyer of high standing.

"Stripped of all side issues, all personalities, all special interests and pleadings, the case simply simmers down to this: shall the Associated Press continue to be controlled and practically owned by a coterie of bondholders, probably not more than 25 or 30, who influence other bondholders numbering 140 in a total membership of more than 1,220?

"If these 25 or 30 controlling bondholders can prevent the elimination of the bond votes, their absolute control in perpetuity will be assured.

"If the bond votes are wiped out, these controlling members will have to go directly to the full membership to secure their right to continue in control and they will have to convince a real majority of the membership that their continued control is for the best interest of the Associated Press.

"Why shouldn't they be willing to do this? If their position is strong, what are they afraid of? If they are doing the very best that can be done for the Associated Press, why can't they put their case before the members and frankly ask for an indorsement?

"If the Associated Press is all it should be under the bond voting control of the 'Old Guard,' why do they find it necessary to disfranchise 88 per cent of the membership?

"The right of franchise in the political world was once limited to property ownership. Long ago that relic of aristocracy was abandoned. Why should the directors of the Associated Press be so anxious to continue such an undemocratic policy in an organization that should be the freest and most democratic in the world—the Free Press of America?

"Whatever may be the view of the majority of the membership on bond control, there should be absolute unaminity on the question of 'equal protest rights for all.'

"Mr. Noyes, in his letter, makes no promises at all in respect to protest rights. Why should not all the members be placed on the same protected footing?

"Without the right of protest a member is at the mercy of any one who may care to enter his field. With it, he is armed with a strong weapon for his own protection.

"Why should 208 members of the Associated Press have this insurance on the exclusiveness of their Associated Press memberships, while more than 1,000 members have no such rights and remain subject to the unrestricted will of the board of directors?

"Those who are making the campaign for democracy in the Associated Press, have at heart the best interests of that organization. They are coming to the meeting next Monday in full confidence that they have the sympathy and support of a substantial majority of the membership.

"Every member who entrusts his proxy to the mutualization committee may do so in full confidence that it will be used to make his membership in that organization more valuable."

In regard to the bonds, the A. P. by-laws read as follows: (Article XII.)

"This corporation shall have power to borrow money and to make and issue bonds as evidences of indebtedness therefor, and to secure the same by mortgage upon its property; provided that such bonds shall not be issued to an amount exceeding the aggregate sum of $150,000.

"The board of directors, at any regular meeting, or at any special meeting called for that purpose, may authorize the execution and issue of such bonds in such amounts not exceeding the aggregate principal sum of $150,000 to such persons in,-cluding themselves, payable at such times and with such rate of interest and in such form as it may deem advisable, provided, that every bond, so issued, shall contain a provision that the corporation shall have the right to redeem the same at its face value, with the interest due or accrued thereon, whenever it shall come into the possession of any one not a member of this corporation.

"And it shall be the duty of the board of directors, whenever the bonds are presented for registration in the name of any one not a member of this association, to exercise the right of redemption herein provided for and pay for such bonds out of any funds in the treasury available for the purpose or out of an assessment to be levied upon members in proportion to the weekly assessment paid by them. The board of directors may make such provision for the registration of such bonds as it may deem best. The board of directors may also authorize the execution of a mortgage upon the property of the corporation to secure the payment of such bonds.

"The registered owner and holder of any such bonds may file with the secretary a waiver of any claim to interest on the bonds held by him, and he shall thereupon become entitled at any meeting of the members of this corporation for the election of directors to cast one vote, either in person or by proxy, for directors upon each $25 of such bonds registered in his name for not less than 20 days prior to such meeting, provided that no bondholder shall have the right to vote upon more than $1,000 of such bonds, and shall not have the right to vote on any bond that shall have been called for redemption at any time before such election."

Ten candidates were nominated to succeed the five directors of the Associated Press whose terms expire in 1927, by the A. P. nominating committee meeting in Chicago. Names of the candidates follow:

W. H. Cowles of the *Spokane Spokesman-Review,* Frank P. McLennan of the *Topeka State Journal,* E. Lansing Ray of the *St. Louis Globe Democrat,* Frederick I. Thompson of the *Birmingham Age-Herald,* Robert R. McCormick of the *Chicago Tribune,* C. B. Blethen of the *Seattle Times,* I. R. Kirkwood of the *Kansas City Star,* Edson K. Bixby of the *Muskogee Daily Phoenix,* Leonard K. Nicholson of the *New Orleans Times-Picayune,* and Harry J. Grant of the *Milwaukee Journal.*

The committee made the following nominations to fill the unexpired term of one year caused by the death of Charles Hopkins Clark:

William J. Pape of the *Waterbury Republican* and Richard Hooker of the *Springfield Republican.*

The election will occur April 26.

Walter A. Strong of the *Chicago Daily News,* whose term expires, was not renominated, in accordance with his request.

LINDNER IN NEW YORK

Detroit Times Head Named Publisher of The American

Clarence R. Lindner, publisher of the *Detroit Times,* has been appointed publisher of the *New York American* by William Randolph Hearst.

The American has for some time been without an active publisher. George Hearst, son of the owner, was once listed as president and publisher but he is now in San Francisco, where he is assistant publisher of the *Examiner.*

NEWBRANCH BACK AT DESK

Harvey E. Newbranch, editor of the *Omaha World-Herald,* who received a badly mashed hand some three weeks ago when it was caught in the revolving door of a local hotel, will not lose his hand as it was at first feared. Mr. Newbranch is able to report to his office again, but will be forced to carry his left arm in a sling for at least six weeks.

NEW YORK STATE

Westchester County's

Fastest Growing Cities

Mount Vernon and New Rochelle and The Vicinity Towns

Are Covered Completely by

THE DAILY ARGUS

of

Mount Vernon

THE STANDARD STAR

of

New Rochelle

Both Members of A. B. C.

Westchester Newspapers, Inc.

Franklin A. Merriam, Pres.

Mount Vernon—New Rochelle

HATTIESBURG AMERICAN

Hattiesburg, the Hub of South Mississippi

Only Daily in Hattiesburg, Mississippi. Only Daily covering South Mississippi thoroughly.

Circulation 6,027. Published every afternoon, except Sunday. Has full leased wire Associated Press service.

Represented Nationally by

The S. C. Beckwith Special Agency,

New York, Chicago, St. Louis, Detroit, Atlanta, Kansas City, Los Angeles, San Francisco.

96 Per Cent

of THE SUN'S readers live in New York and its Suburbs—the fifty-mile trading area from which New York merchants draw practically most of their trade and in which manufacturers have the largest number of retail outlets.

The Sun

280 Broadway New York

Los Angeles Evening Herald

Has A Greater Circulation and Carries More Advertising than any other Daily in this entire territory

Circulation

Sept. 30, 1926* Government Statement

196,050

*(Now over 200,000)

Largest in 41 States

Total Advertising

1926

17,505,474

Agate Lines

Representatives

New York: Herb. W. Moloney, 604 Times Bldg.

Chicago: John H. Lederer, 910 Hearst Bldg.

San Francisco: A. J. Norris Hill, 610 Hearst Bldg.

Burt P. Garnett of EDITORIAL RESEARCH REPORTS, Washington, will be at the Waldorf-Astoria during the week of the conventions and will be pleased to have clients or others interested in the service of EDITORIAL RESEARCH REPORT get into touch with him.

in Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"

"Starts the day in Detroit"

With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

SUPREMACY IN building circulation

THE CHICAGO HERALD AND EXAMINER is conducting the greatest circulation-building campaign in its history. Naturally, the HOLLISTER CIRCULATION ORGANIZATION is in charge for publishers everywhere recognize this organization's unrivalled pre-eminence in increased circulation many thousands in sure and rapid-fire fashion, by absolutely clean and satisfactory methods. A line of metropolitan dailies, such as The Philadelphia Inquirer, The Cleveland Plain Dealer, The Memphis Commercial Appeal, The Indianapolis News and others attest Hollister supremacy.

C. B. HOLLISTER, general manager of the organization, will be at the Waldorf-Astoria Hotel during the publishers' convention, and will gladly detail his plan to interested publishers.

The Herald and Examiner, CHICAGO

HOLLISTER

Circulation Organization

Home Ad.: 717-8 Commercial Exch. Bldg., Los Angeles

Editor & Publisher's

Net Paid Circulation

is growing—steadily, healthily

7014 was its average A.B.C. net paid for the six months ending December 25, 1926.

While its strictly net paid for the April 9th issue was **8026**

910 New Mail Subscribers have been welcomed into the family since December 25, 1926

Net Paid, Including Bulk, by Issues:

Date	Copies	Date	Copies	Date	Copies	Date	Copies	Date	Copies	Date	Copies	Date	Copies	Date	Copies
July 3	6,804	Aug. 7	7,001	Sep. 11	6,842	Oct. 16	7,098	Nov. 20	7,277	Dec. 25	7,253	Jan. 29	7,753	Mar. 5	7,868
10	6,809	14	6,880	18	7,001	23	7,028	27	7,198	Jan. 1	7,297	Feb. 5	7,792	12	7,898
17	6,806	21	6,855	25	7,071	30	7,103	Dec. 4	7,207	8	7,395	12	7,783	19	7,915
24	6,864	28	6,870	Oct. 2	6,968	Nov. 6	7,065	11	7,163	15	7,502	19	7,838	26	7,955
31	6,897	Sept. 4	6,894	9	7,125	13	7,094	18	7,194	22	7,607	26	7,885	Apr. 2	7,990
														9	8,026

The Growth in Detail

Paid Mail Subscribers:	Dec. 25, 1926	Apr. 9, 1927
Newspaper Executives	3,215	3,410
General Advertisers	864	941
Advertising Agents	529	601
Newspaper Representatives	245	260
Business, Paper and Magazine Executives	234	241
Public Libraries	31	33
News Service and Feature Syndicates	271	283
Schools of Journalism and Libraries	101	103
Miscellaneous, including not yet classified	1,132	1,174
Total Paid Mail Subscribers	6,622	7,046
Single Copy Sales, including bulk	123	146
Newsdealers, net	631	980
Grand Total, Paid Circulation	7,376	8,172

	Dec. 25, 1926	Apr. 9, 1927
Total Paid Circulation	7,376	8,172
Correspondents	231	240
Advertisers in E. & P.	142	157
Exchanges and Complimentary	57	60
Canvassers and Samples	261	104
Employees	100	46
File Copies	100	100
Arrears over 6 months	43	20
Short Term Subs., in arrears	6	4
Credit Subs., over 3 mos. in arrears	18	11
Total Distribution	8,334	8,914
Estimated newsstand returns	153	281
Copies on hand, against future sales	13	5
Total number copies printed	8,500	9,200

Number of Copies of this Issue Printed, 11,000

Agency Coverage

The 601 Advertising Agency paid subscribers now served by Editor & Publisher achieve striking significance in their bearing upon the extent to which it reaches the important space buying units when it is remembered that only 570 Agencies, large and small, are recognized by the A. N. P. A., and that only 250 comprise the *American Association of Advertising Agencies* (A. A. A. A.)—especially when it is borne in mind that it is authoritatively stated that these 250 A. A. A. A. agencies place 95% of all national newspaper advertising.

Saturation—PLUS!

General Advertiser Coverage

Of no less striking significance are Editor & Publisher's 941 General Advertiser paid subscriptions, when compared with the total *Association of National Advertisers* membership of only 350, which number is said to do practically all the newspaper national advertising. Again: the combined Advertiser and Agency unit membership of the *Audit Bureau of Circulations* is only 166, while Editor & Publisher carries 1,542 paid subscribers in both classes.

Thoroughly Organized for Service During Convention Week

FROM early Monday morning until the last delegate shall have departed for home, every ounce of every energy of every member of the Editor & Publisher organization will be devoted to the one single joy of serving our good friends.

This service will be maintained at both our headquarters—Room 116, Astor Gallery Floor, the Waldorf-Astoria Hotel and at Editor & Publisher's offices, Suite 1700, Times Building, Broadway and 42nd Street.

At both, you are cordially invited to use the facilities freely and abundantly placed at your disposal—phones, stenographers, stationery, desks, information clerks, directories, maps, flowers, smokes, radio, etc.

If you want to know anything, on any subject, wherever you are, just call "BRYANT 3052." There will be direct wires from our offices to the Waldorf headquarters, with plenty of alert people at both places to answer your beck and call.

CHAOS TO COSMOS IN PUBLIC THOUGHT

(*Continued from page* 17)

into the night. The compensation allowed by the rules would not cover the cost of their hotel rooms. I happen to know that every member of the board actually reads every report that comes in from the regional directors, reciting the details of operations everywhere. Our members hold 36 state or regional meetings twice each year at which minutes are written and forwarded to head quarters. These are read by all directors and prompt action is taken upon recommendations. President Noyes reads most of the letters that issue from headquarters. It is an extraordinary devotion, deserving comment.

"Associated Press men do not expect to get rich from their work. They have a right to expect to live respectably and they do. The institutional spirit that exists among them is one of the great binding cords. The A. P. insurance system protects them in old age and sickness on the basis of time served and is accepted as fair and liberal. Naturally I want to get as much as I can for the staff. There are limitations which are evident to all concerned. It is a harmonious group, extraordinary in many respects.

"Associated Press is constantly increasing its affiliations with capable news organizations in other lands and the principle upon which A. P. was founded and today operates is a model. For instance, the Canadian Associated Press, fashioned after this organization, is truly mutual and our relationship is an exchange of news at the border. J. F. B. Livesay, the general manager, will attend next week's convention. From Japan will come Mr. Iwanaga, managing director of Nippon Shinbun Rengo (Japan Associated Press) organized during the past two years on a mutuality fashioned from the organization in this country. Our members are served by this Japanese association and we serve its members, on a reciprocal basis very much like that obtaining among the members in this country. Naturally Associated Press staff men control the flow of news. Communications between the Orient and this country across the Atlantic are now direct with New York, the purpose being to conserve transmission time and also to prevent duplication as some material comes via Europe.

"Years ago A. P. perfected its exchange relations in Latin America, entering Cuba and Mexico and from that springboard South America accepted the co-operative principle. We do not fail to remember that we are in foreign countries as guests and there is no effort to exceed that limitation.

"A. P. affiliations with the official or semi-official news agencies of Europe, always a tremendous asset, are controlled absolutely by our large foreign staff. These foreign agencies provide us with a tip service that could not be excelled. However, it should be better known that not a single word in the A. P. report is filed on the responsibility of any foreign agency. When an exclusive announcement is made by one of them, or anything of a political nature is handled, the agency making the announcement is indicated by A. P. Actually the the A. P. service from Europe is almost completely the product of our 20 correspondents in London, 10 in Paris, 4 in Berlin, 2 in Rome, 2 in Moscow, etc., using local connections and with numerous correspondents in less important centers and special men where required, such as at Geneva. There are three trained A. P. men in China at present. All of these correspondents are schooled in A. P. practice. The heads of all bureaus, and often subordinates, are brought to New York every third year to refresh experience and renew local contacts. Altogether A. P. is now operating in 28 nations. The same rules that apply to domestic news regulate the foreign bureaus, and often their subordinates, are brought to New York every third year to refresh experience and renew local contacts. Altogether A. P. is now operating in 28 nations. The same rules that apply to domestic news regulate the foreign service. There is no stint on cable or wireless tolls, the news is given what it merits in the view of the sender and the meaning is not obscured by skeletonizing for economy.

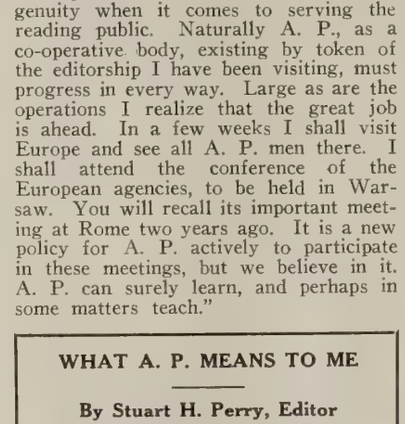
Mr. Cooper spoke of the rapid conversion of telegraph service from the manual Morse system to machine operation in this country. A. P. now has 621 Morkrum printers in operation. "It is inevitable," he said. "The machine has high word capacity and is now out of the experimental stage. More and more it will replace Morse. It is a curious fact, however, that with all our machine operations we employ about as many telegraph operators as ever. But the machine is the future instrument of practically all operations."

One of the A. P. developments of the year was the installation of a picture service to augment the mail feature report. Of this Mr. Cooper said: "Many members appear to like it and it is rapidly taking its place as a fixture. It is a logical development."

"In the past two years," said Mr. Cooper, "I have been in every state and every A. P. domestic originating office. My observation is that the newspaper men of the United States form the most progressive body within the borders of this country. There is no limit to their ingenuity when it comes to serving the reading public. Naturally A. P., as a co-operative body, existing by token of the editorship I have been visiting, must progress in every way. Large as are the operations I realize that the great job is ahead. In a few weeks I shall visit Europe and see all A. P. men there. I shall attend the conference of the European agencies, to be held in Warsaw. You will recall its important meeting at Rome two years ago. It is a new policy for A. P. actively to participate in these meetings, but we believe in it. A. P. can surely learn, and perhaps in some matters teach."

WHAT A. P. MEANS TO ME

By Stuart H. Perry, Editor Adrian (Mich.) Telegram



TO me the most important aspect of the Associated Press is the disinterestedness of its service to its members and to the public. This is not merely the result of a good intent on the part of the management but is a natural outgrowth from its plan of organization. The Associated Press being based on co-operative service, with no factor of individual profit or personal advantage, and with its news service under incessant and critical scrutiny from 1,200 members of varying views, an accurate and unbiased news report is not merely possible but is a logical and inevitable result. It could not render any other kind of service and long survive.

WHAT A. P. MEANS TO ME

By William J. Pape, Publisher Waterbury (Conn.) Republican & American



I WAS in our editorial room one night during the war when the telegraph editor came to me with a sheet of copy in his hand and asked how far a big gun would shoot. I told him the biggest gun had a range of about 15 or 16 miles. He said he had an Associated Press story from Paris stating that the Germans had developed a gun which was bombarding Paris from a distance of 75 miles. Should he play the story up or keep it down? His first impression had been to run an eight-column head on it, but his second thought was that there was something wrong about the story.

I agreed that it had better be kept down. I suggested that he run it in a first page box with a note of interrogation in the head-line. Then I went out. I came back a minute later on a hunch, and said to him: "This is a very startling statement if it be true. It is so sensational that the A. P. will be very careful not to send it out without verifying it absolutely. The A. P. says that Paris has been bombarded today by the Germans with a piece of artillery located over 75 miles away. Very well, then, there is such a gun and the A. P. will be able to prove it. Play it up for all you are worth."

The story appeared under an eight-column head on our first page the next morning. For two or three days other press associations were ridiculing the beat, but the A. P. followed up with a story telling how the French artillerists had computed from the angle of penetration the flight of the shell and the approximate location of the big gun. French airplanes were sent out and located the gun and destroyed it by bombardment.

The fact that we were able to accept, almost instantly, an apparently incredible statement made by the A. P. with perfect confidence in the good old A. P. habit of concientious accuracy shows what the A. P. means to us.

HANKOW PAPERS SUSPEND

Nationalist Paper, Edited by Americans, Only Survivor

Due to labor difficulties, both the American-owned *Hankow Herald* and the British-owned *Central China Post* were recently forced to suspend, leaving the Hankow field for the time being to the newly organized Nationalist organ, the *People's Tribune*.

Mr. and Mrs. William Prohme, Americans, are editing the Tribune, which receives telegraph service from the Peking bureau of the United Press after it has passed through several fighting zones on its way to Shanghai and up the Yangtze river to Hankow.

Convention delegates are invited to make use of EDITOR & PUBLISHER facilities, 1700 Times Building, 42nd Street and Broadway.

17 AP. CORRESPONDE COVERING CHINA

Stiles, Foreign Editor, Tells Lin Inquiring Member—Babb, in Charge, Speaks Chinese

There are 17 Associated Press spondents in China, according to in tion which has been sent to an in A. P. member by M. N. Stiles, editor in the New York office. T of the letter was made public this contradict reports that the A. undernamed in the Orient to rep present war.

Glenn Babb, chief of the Peking has transferred his headquarte Shanghai, and is in charge of the nig of news in China. The letter that M. J. Harris, who has had four experience in China and Japan, enroute to the Orient.

The text of Mr. Stiles letter, wh addressed to Ives Collins of the *City* (N. J.) *Journal* follows in pa

"The gathering of news in Chi the Associated Press is under the tion of the chief of our Peking Mr. Glenn Babb, who has temp transferred his headquarters to Sha He has had extended experience in and speaks Chinese. I have not av at the moment his exact term of s but it is a number of years.

"Mr. Babb has under his direct Shanghai two trained American c pondents, and American correspo under his supervision at Hankow, t of the Nationalist Government, a strategic cities on the coast of Until recently he had corresponde the interior cities. Several of the were American missionaries and do have come out. In all, these numbe

"Their names are L. E. Claypo H. L. Felton at Shanghai, W. F. and Clarence O. Wheeler at C Frank T. Cartwright, Fukien; Swartz, Hankow; H. C. Vezey, H J. P. Braga, Hongkong; R. M. Kaifeng; Morton H. Howie, Mukd R. Craighill, Manchung; Harold E ton, Nanking; W. H. Hubbard, P fu; S. P. Kirn, Schenchow; M. I. gins, Techow; George W. V. P Tientsin; J. L. McCartney, Chun Some of these speak Chinese.

"Another Associated Press staff Mr. M. J. Harris, with four year perience in China and Japan, is n route from the United States.

"To your question whether ou respondents in China have direct ac important news sources, the answer

"The answer is yes also to your whether correspondents unfamiliar the language of the country to whic are assigned are required to lear language within a reasonable time. general rule our correspondents a given such assignments unless th familiar with the language. Most C leaders speak English.

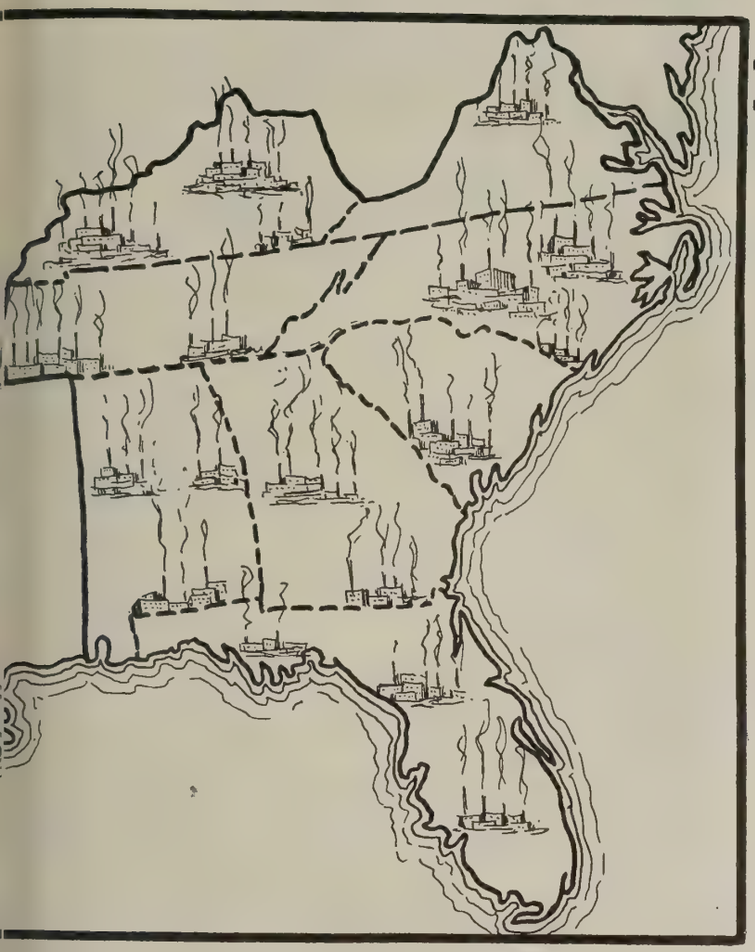
"I take it from your letter th burden of the speaker's complaint the Chinese side of the present tro not accurately presented. In so far Associated Press has been able to information in China, both from Ca and northern Chinese sources, nev viewpoints from both of them hav transmitted. Our correspondents specific instructions to divide their to obtain news between these s and the foreign news sources.

"The speaker probably does not that the Cantonese censorship a times complete lack of communicati prevented our correspondent at H from sending out information. Re with the occupation of Shangh Cantonese forces, a branch of the bureau organized by them at Ha was set up in Shanghai.

"Whatever intelligence is with power of trained American new men, employed by the Associated and familiar with China and the C to obtain, the Associated Press mits on its news merits and without

The speaker referred to in the was a Jersey City clergyman.

s the South growing?



n the short space of time that the South has oncentrated its energies in the manufacture f textiles it is remarkable to see the rapid trides it has made in the industry. 1473 mills epresenting an invested capital of approxinately 700 million dollars are engaged in urning out finished textile products that com-

$700,000,000 Invested in Textile Mills—

pete successfully with the markets of the world.

This progress has been so rapid that it is predicted within a comparatively short time it will supplant New England as the textile center.

It is estimated that this industry is spending at the rate of from 200 to 250 million dollars for new construction machinery and supplies, not including raw materials. They are furnishing employment to thousands of people who represent part of the new buying power that has sprung up in the South.

This industry is helping the South in its growth to great prosperity and National Advertisers who have been quick to take advantage of the New South have found a quick and ready response to their products advertised in the local newspapers. These newspapers listed below are the leaders in the Southern territory. They are keeping pace with its progress and they are ready to help any National Advertiser who wants to come in and share in its new growth and expansion.

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
†Birmingham Age-Herald (M)	40,205	.09	.09
†Birmingham Age-Herald (S)	51,178	.11	.11
**Mobile News-Item (E)	12,479	.05	.05
**Mobile Register (M)	21,713	.08	.08
**Mobile Register (S)	32,951	.10	.10
FLORIDA			
†Daytona Beach News (ES)	9,083	.065	.065
*Florida Times-Union (M) 50,640 (S)	63,430	.12(S.15)	.12(S.15)
**Lakeland Ledger (E)	5,531	.03	.03
†Miami Herald (M)	44,668	.11	.11
†Miami Herald (S)	48,751	.12	.12
**Orlando Reporter-Star (E)	9,072	.06	.06
*Orlando Sentinel (M&S)	10,105	.06	.06
**Pensacola News and Journal (E&M)	9,490	.07	.07
†††St. Augustine Record (E&S)	3,382	.04	.04
*St. Petersburg Independent (E)	12,874	.065	.065
*Tampa Times (E)	27,813	.08	.08
*Tampa Tribune (M) 41,400 (S)	53,248	.10(.14S)	.10(.14S)
*West Palm Beach Post (M)	12,081	.07	.07
GEORGIA			
†Augusta Herald (E)	14,244	.05	.05
†Augusta Herald (S)	14,947	.05	.05
†Macon Telegraph (M)	25,011	.08	.08
†Macon Telegraph (S)	25,011	.08	.08
**Savannah Morning News (M), 21,405 (S)	22,040	.06(.07S)	.06(.07S)
KENTUCKY			
*The Lexington Leader (E)	19,739	.07	.07
*The Lexington Leader (S)	19,772	.07	.07
†Paducah Sun (E)	9,695	.04	.04

	Circulation	2,500 Lines	10,000 Lines
NORTH CAROLINA			
**Greensboro Daily News (M)	27,656	.08	.07
**Greensboro Daily News (S)	30,691	.09	.08
*Salisbury Post (E)	7,718	.04	.04
SOUTH CAROLINA			
**Columbia State (M)	22,627	.07	.07
**Columbia State (S)	24,281	.07	.07
*Greenville News (M)	24,124	.08	.08
*Spartanburg Journal (E)	4,471 }	.05	.05
*Spartanburg Herald (M) 6,943 (S)	9,048 }		
TENNESSEE			
**Chattanooga Times (M)	31,107	.10	.10
**Chattanooga Times (S)	30,573	.10	.10
†Memphis Commercial Appeal (M)	103,168	.18	.18
†Memphis Commercial Appeal (S)	136,115	.25	.25
*Nashville Banner (E)	59,574	.11	.11
*Nashville Banner (S)	59,843	.12	.12
VIRGINIA			
*Danville Register and Bee (M&E)	15,171	.06	.06
*Danville Bee and Register (E&S)	10,047	.07	.07
**Newport News Times-Herald (E)	7,853 }	.05	.05
**Newport News Daily Press (S&M)	5,332 }		
*Roanoke Times & World News (M&E)	27,321	.08	.08
*Roanoke Times (S)	16,912	.07	.07
*Staunton News-Leader (M), Leader (E)	7,064	.035	.035

* A. B. C. Statement, March 31, 1927.
** A. B. C. Statement, October 1, 1926.
† Government Statement, March 31, 1927.
†† Government Statement, October 1, 1926.
††† Government Statement, March 31, 1926.



Our Own World of Letters

By JAMES MELVIN LEE

WILLIAM B. McCOURTIE has just brought out the fourth edition of "Where and How to Sell Manuscripts" (Home Correspondence School, Springfield, Mass.). This new edition brings material down to date and possibly is the best directory for writers that has appeared in print.

In addition to listing the editorial needs of American periodicals, it outlines the requirements of photoplay producers, chats about the markets for photographs, tells how money may be earned through writing copy for greeting cards and contains a comprehensive chapter about what tunes house organs want to play. Its directory of employe magazines is remarkably complete.

Separate chapters take up the needs of Canadian magazines, Canadian book publishers, the editorial wants of British periodicals, etc. One of the most valuable features is the Writer's Calendar which lists topical subjects for the various months of the year.

* * *

THE ask-me-another feature has become very popular both in newspapers and in books. Of the numerous books giving questions and answers one of the most instructive is "Answers to Questions," by Frederic J. Haskin (published by the author, Washington, D. C.).

The volume has this unique feature: half of it is written by 5,000 people asking direct questions; the other half is written by one man who compiled the answers. Many, including those who work on newspapers, will want to have in permanent form the interesting information that Mr. Haskin has for some time been printing in various American newspapers. In a way, he has been a great teacher, and he probably has had the largest class in the history of American education. His school in a certain way may be said to have been endowed by the American press. He was forced to obtain funds from newspapers which he represented to pay for the cost of the research work necessary to answer the questions sent to him by newspaper readers.

The volume is to be commended for its absence of foolish questions. Those who sit at the copy desk may well dip into this volume between editions as even a hit-or-miss perusal ought to be useful in catching slips made by others. Mr. Haskins, it will be remembered, is the author of "The American Government"—a book that shows Uncle Sam at work.

* * *

RESPONSIBILITY for slips in copy will always be divided between the desk and the author. For some reason slips in the newspaper press are attracting unusual attention at the present time. John Granger in a letter printed in *The Outlook* for April 20 calls attention to newspaper slips in stories about the two hundredth anniversary of the death of Sir Isaac Newton.

* * *

A BOOK that deserves some mention in "Our Own World of Letters" is "History of the United Typothetæ of America" (University of Chicago Press), by Leona M. Powell. Even among newspaper men only a few know how the United Typothetæ changed from an employers' association into a trade association or what it is doing to put the printing industry on a sound economic basis. The volume consists of seven chapters. The first, historical in character, gives the origin and background and is evidently the result of painstaking research on the part of the author. The second chapter describes the period of national agreements with the unions. The third devotes itself to a discussion of the Typothetæ and the eight-hour day. The fourth outlines experiments with price maintenance and cost work. The fifth takes up the Typothetæ division plan and the amalgamation movement. The sixth limits itself to tests of the division plan. The concluding chapter comments about Typothetæ as a trade association.

So thoroughly has the author done the work that a real contribution has been made to trade association literature.

* * *

SEVERAL books relating to Japanese journalism, but printed in English, have been mentioned in "Our Own World of Letters." To this same group in a way belongs "Random Thoughts on Journalism" (Nihon Hyoronsha, Tokio, Japan), by Sojinkwan K. Sugimura. The text of this volume contains pages both in English and in Japanese.

Whether the chapters in Japanese contain the same subject matter as those in English I have no way of knowing. But the thoughts expressed in English on journalism by Mr. Sugimura are well worth reading because of the high position he holds on *The Tokio Asahi*.

The first of the three chapters in English takes up "Press of Japan, Past and Present." This chapter classifies the newspapers in Japan, where we find about the same types that exist in America. Attention is called to the popularity of signed articles which have more interest for Japanese readers than anonymous editorials.

Almost every Japanese newspaper features an "Appeal" department which is somewhat similar to the space devoted on the editorial page of the American newspaper to letters to the editor. The department in the Japanese press, however, has this difference: it often contains stories contributed by regular members of the editorial staff.

The chapter concludes with a comment about the large number of characters used daily in the vernacular journals of Japan. These have been estimated at between 3,000 and 4,500 in every issue. The newspapers of no other country, not even including those of China, use such an enormous number of letters or characters.

Chapter II, "Anonymity in Journalism," is a paper which Mr. Sugimura read before the Press Congress of the World when it met in San Francisco in 1895. Japan has its own peculiar requirements for press regulations established by law. In that country each newspaper must have a nominal editor, publisher, and printer duly certified to the authorities and printed in the paper in a certain form. These newspaper executives, however, seldom practice the work which their title would indicate. Their business is simply to represent the newspaper in a legal way when controversies arise and to them fall the punishment if the courts pronounce a verdict of guilty. Somewhat recently by a new amendment the press regulation has been broadened so that it may include the actual editor and the writer of the story. Strange to say, the editorial in Japan is not the expression of the newspaper itself, but merely a personal opinion of the editor or the expert who makes the comment.

Between Chapter II and Chapter III is reprinted an editorial by Arthur Brisbane on "What's the Purpose of a Newspaper?" It is, according to Mr. Brisbane, first, to stimulate thought; second, to give information and to direct the mind of the reader in a useful path.

The third chapter is entitled "Logical Basis of the News Value." It aims to answer the rhetorical question, "What should newspapers print?"

One feature that the Japanese newspapers print is thus described:

Kodan is a form of old romantic stories of Japan told by story-tellers. They are stories of martial bravery, love, revenge, etc. These stories are all familiarly known to the Japanese, and most of them have been already published in book form. As they are all known to the Japanese and written in books, it may appear at first thought a meaningless thing to reprint them in papers. But of all stories in newspapers what most interest Japanese readers is the *Kodan* and the quality of *Kodan* considerably affects the circulation.

In Japan it has been a custom to divide news into two kinds: "Koha," heavy news; and "Nampa," light news. The result, as might be expected, showed in two kinds of newspapers: one ... to heavy news and the other to light ... The former, though wielding a great ... torial influence, were not successful ... cially; the latter, though extremely ... itable to their owners, had neither ... cal nor social influence. Mr. Su... answers his rhetorical question ... ing that the logical basis of news ... is to interpret man.

"Random Thoughts on Journ... ought to do much to enlighten Am... readers about press tendencies in ...

* * *

ROLAND ST. ANBECK of t... torial department of the *Van... Sun*, British Columbia, is the au... "The Flask of Love and Other ... (The Sun Publishing Company, L... Vancouver, Canada). These poem... distinct literary merit. Some o... preach an excellent sermon, for t... worthy of the name is also a proph...

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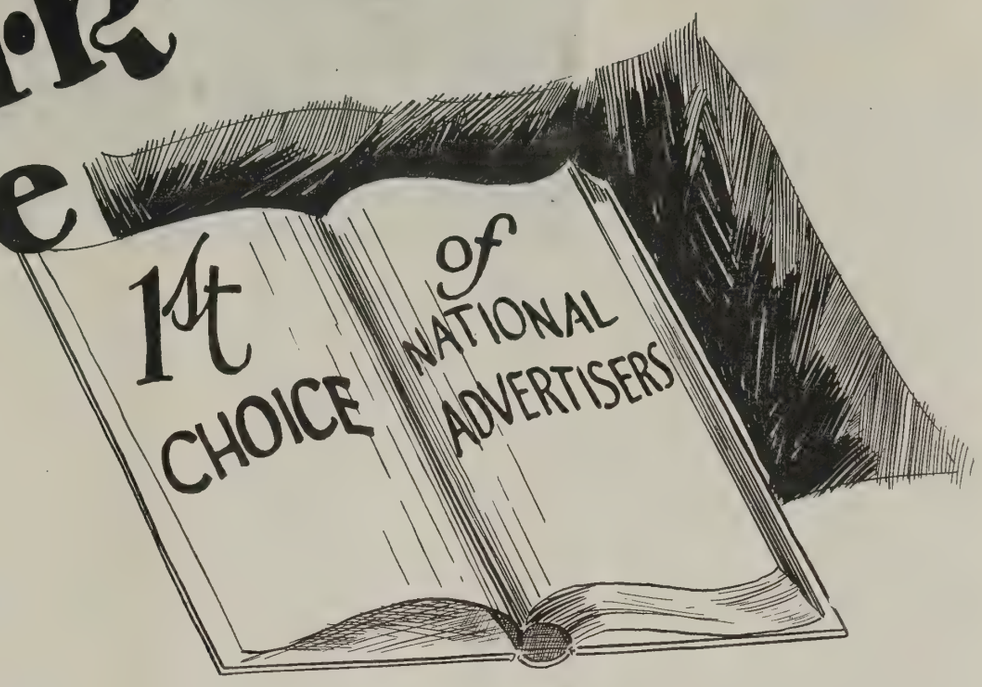
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will have your preference—same as it has the preference of practically everyone in the National Capital.
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New York State



New York State offers:

1—Greatest wealth.

2—Greatest buying power.

3—Highest living standards.

4—Quick and economical channels for distribution.

5—Co-operation from a group of the country's leading newspapers who enjoy the confidence of both the dealer and consumer.

Why then shouldn't the Empire State be the first choice of leading National Advertisers?

National Advertisers always enlist the co-operation of these papers listed below. They can get results for your product and they can prove it if you will get in touch with them.

		Circulation	2,500 Lines	10,000 Lines
*Albany Evening News	(E)	40,552	.13	.13
*Albany Knickerbocker Press	(M)	36,970	.12	.12
*Albany Knickerbocker Press	(S)	55,870	.17	.17
*Amsterdam Recorder-Democrat	(E)	7,824	.04	.04
††Auburn Citizen-Advertiser-Journal	(E)	6,423	.065	.055
**Brooklyn Daily Eagle	(E)	77,991	.24	.24
**Brooklyn Daily Eagle	(S)	90,532	.24	.24
**Buffalo Courier Express	(M)	110,686	.22	.22
**Buffalo Courier Express	(S)	161,164	.30	.30
*Buffalo Evening News	(E)	145,648	.25	.25
**Buffalo Evening Times	(E)	109,285	.21	.21
**Buffalo Sunday Times	(S)	128,158	.21	.21
†Corning Evening Leader	(E)	9,098	.05	.05
*Elmira Star-Gazette Advertiser	(E&M)	34,370	.11	.11
*Freeport Daily Review	(E)	9,011	.05	.05
*Geneva Daily Times	(E)	5,292	.04	.04
*Gloversville Leader Republican	(E)	7,108	.035	.035
††Ithaca Journal-News	(E)	7,711	.05	.05
*Jamestown Morning Post	(M)	11,665	.04	.035
**Mount Vernon Daily Argus	(E)	9,866	.05	.05
**Newburgh Daily News	(E)	12,506	.06	.06
*New Rochelle Standard-Star	(E)	7,976	.04	.04
††The Sun, New York	(E)	267,520	.60	.58
**New York Times	(M)	375,249	.80	.784
**New York Times	(S)	653,427	1.00	.98
*New York Herald-Tribune	(M)	290,534	.6435	.624
*New York Herald-Tribune	(S)	343,716	.693	.672
*New York World	(M)	283,870	.595	.58
*New York World	(S)	553,400	.595	.58
*New York Evening World	(E)	295,472	.505	.58
*Niagara Falls Gazette	(E)	21,508	.07	.07
**Port Chester Item	(E)	5,065	.045	.035
**Poughkeepsie Star and Enterprise	(E)	13,411	.06	.06
*Rochester Times-Union	(E)	70,660	.21	.20
††Syracuse Journal	(E)	64,661	.18	.16
*Troy Record	(M&E)	21,709	.06	.06
††Watertown Standard	(E)	17,825	.07	.07

* A. B. C. Statement, Oct. 1, 1926.
** A. B. C. Statement, March 31, 1927.
*** Merged as Buffalo Courier-Express, June 14, 1926.
† Government Statement, Oct. 1, 1926.
†† Government Statement, March 31, 1927.

AMAZING STORY OF THE "STARS AND STRIPES"

(*Continued from page 21*)

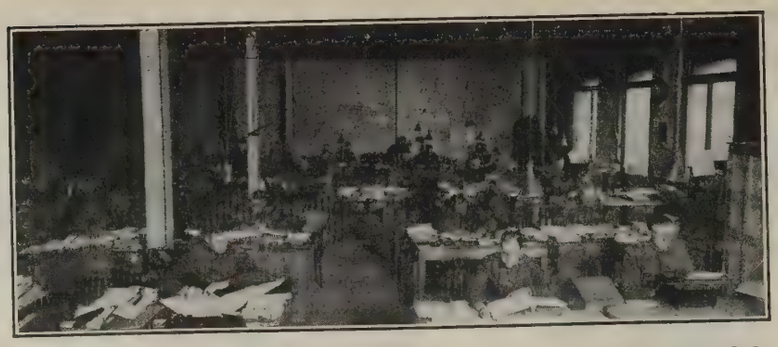
"The Stars and Stripes is up at the top o' the mast for the duration of the war. It will try to reach every one of you every week—mud, shell-holes and fog notwithstanding. It will yield rights of the roadway only to troops and ambulances, food, ammunition and guns, and the paymaster's car. It has a big job ahead to prove worthy of its namesake, but, with the help of all of you, it will, in good old down East parlance, 'do its gol-derndest' to deliver the goods. So—For-*ward* MARCH!"

For a few weeks the paper had no regular office. The first issue was written largely at Neufchateau at field press headquarters, where Viskniskki was still censoring correspondents' despatches, and, to some extent, in Paris, where a "bed-room office" was previously provided in a local army headquarters at 10 Rue Ste. Anne. It was a case of "everyone get busy" for the first issues. As has been said, Hawley wrote most of the paper at the beginning. Viskniskki and Cushing did their share. Michael ran the business end. Lieut. Mark S. Watson at Chaumont—assistant to Colonel Sweeney, and a former newspaper man—gathered news from the offices of General Pershing's headquarters and telephoned it to Paris. And, of course, the inimitable "Wally" began to function.

Thirty thousand copies of the opening number were printed. It was enthusiastically read and praised by all who saw it. But getting out the first number was only making a start on the problems involved. How would the matter of subscriptions be handled? How could you collect subscriptions from and make delivery to organizations that were not only "all over the map," but here today and gone tomorrow? How, supposing that the subscriptions could be collected and the units located, would actual delivery be managed? Where was the transport to come from to deliver the paper everywhere in France? More serious still, how about military discretion in addressing the papers? You couldn't have papers sent out addressed to "Battery B, 151 Field Artillery, 42nd Division, Ansauville." Under those conditions, if the Germans could get hold of the mailing lists of the paper they would know about all that there was to be known concerning the A.E.F. How could the weekly be sure of getting the necessary paper stock? Print paper was extremely scarce in France, and was being rationed by the authorities. The supply might be cut off at any time. The biggest dailies in France were only being allowed four pages, and were not permitted to increase their circulation.

Little by little the distribution problem was solved, and in most ingenious fashion. At first, the paper was sold only for cash. There never was free distribution. Viskniskki felt that the paper would not be appreciated unless it was paid for; he had fought hard for this point at G. H. Q. and won out. The price was 50 centimes, ten cents in U. S. money. When the soldier paid ten cents for a paper that was obviously worth ten cents, the suspicion of propaganda that would come from getting something for nothing was avoided. The only exceptions to the rule of paid-for copies were the papers distributed to the sick and wounded in hospitals. The cost of those papers was divided between the paper and the Red Cross. The price of the weekly was kept purposely low in spite of high costs. Even the advertising rates were not as high as they could have been, if based on circulation and comparative prices of similar publications in America and France.

Gradually a large staff of soldier field agents was built up, (105 at the maximum), whose members were assigned to divisions, regiments, organizations, areas or hospital centers. It was their duty to solicit customers among the "outfit" to which they had been assigned, estimate the number of copies they could sell, collect payment, and forward the money with unsold papers to the Paris office.



Business office and treasury office, the latter handling checks which totaled more than 20,000,000 francs. The former handled the acquiring of newsprint paper, the printing arrangement, the distribution of the papers among 2,000,000 A. E. F. soldiers, and the business administration generally. A branch of the treasury department turned over nearly 2,500,000 francs to the Stars and Stripes Fund for French War Orphans contributed by the A. E. F.

The great publishing and distributing company of *Hachette et Cie*—corresponding in a way to the Union News Company of this country—proved of tremendous help in achieving circulation. All of the bundles for the field agents were wrapped, with the help of Stars and Stripes men, under the direction of this company. They were addressed to the field agents, (*not* the organizations), and shipped by railway express to the railroad station nearest to the unit for which they were intended. The agent came to the station in a car at train time, got the papers, and proceeded to make his delivery and collections.

The process was not as simple as it reads. It depended, to begin with, on effective co-operation between a French company and American soldiers in Paris. In the field, the agent *sometimes* had a *Stars and Stripes* motor car, but before the armistice, when cars were needed for purely military purposes, it was more likely begged or borrowed for the occasion. Then there was the problem of bad roads and no roads. In the advance zone there was often delivery under actual shell fire, and once even by airplane. Too much praise cannot be given the field agents, for the paper's success depended as much on them as on the Paris staff. In delivering the paper to the boys in the front line, Sergeant Joe Daly, Q.M.C., the head of the transporation work, once got a little too close and was captured by the enemy. Fortunately, it happened on the very day the Armistice was signed. But Sergeants David R. Bawden and Homer G. Roland died in hospital of influenza and penumonia.

After the cessation of hostilities, it became easier for the Stars and Stripes to get the cars needed for its field work. At the maximum, there were 91 automobiles in the service of the paper. *Hachette et Cie* undertook the distribution of the paper to out-of-the-way places, and put it on sale in places where only a few troops were located, and where it was not advisable to employ a field agent.

To Captain Richard H. Waldo, who became business manager of the weekly in April, 1918, belongs the credit of working out the field subscription problem. This was done by a coupon system of cash sales. Under this plan the field agent sold to the soldiers, for cash, a sheet of 26 coupons, good for six months, at the reduced price of eight francs. This plan had several advantages. It enabled the paper to get cash for advance subscriptions into its treasury without the book-keeping and the inevitable military indiscretion involved in carrying individual subscribers on its rolls. From the soldier's standpoint, he was able to assure himself, when he had francs, of receiving his favorite paper for many weeks to come. And francs were uncertain things! The plan lightened the burden of collecting by the field agents, and made accounting in the central office easier. And it afforded a practical means for the paper to make good on its promise to turn over profits to the various company funds.

It was estimated that the paper could pay expenses, including a margin of safety, by selling six months' (26 weeks) subscriptions for 6 francs 50 centimes. The coupon sheet was therefore sold to the men at 8 francs, the balance of 1 franc 50 centimes being deducted at the source and turned over at once to the company fund. This served as a strong inducement for the units to take their proper quota of papers, and gave also a substantial amount in cash to the units' company funds, many of which had, under field conditions, been sadly depleted. The Stars and Stripes in this way paid a "dividend" totaling well over 100,000 francs.

As time went on, it was evident that further distribution in accordance with the original profit sharing plan was impracticable. In the closing months many organizations had returned to the States or were demobilized, and army regulations also proved an obstacle. After the troops began to go home in large numbers, no more tickets were issued, and those outstanding were accepted for cash. From then until the end, cash sales were again the rule. Indeed, cash sales were always a large part of the paper's business.

While mail subscriptions on a yearly basis were not undertaken in France for obvious reasons, there was no objection to such subscriptions in the States. The field agents accepted money for mail subscriptions to parents or friends at home. Such subscriptions reached the remarkable total at one time of 70,000. Although an addressograph was used, owing to lack of other facilities these subscribers' papers had to be wrapped and addressed by hand. This big task was ably handled by Sergeant Harry L. Katz and a force of 15 men.

The print-paper situation remained serious until the Armistice. Careful planning was needed to keep the paper alive from this standpoint. Going upon the principle that every ounce of tonnage coming from America should be devoted to men and munitions, it was not thought advisable to have paper shipped from the United States. Accordingly one of the management's many pressing problems was to get the French authorities to have a certain amount of European made paper rationed to the Stars and Stripes each week, as was being done to all French papers. The amount was small, and by no means as large as was desired. The cost, too, averaged four times that of print paper in the States. The only answer until after the armistice—except for some slight reinforcement of Canadian paper via England obtained through the influence of Lord Northcliffe—was to hold down subscriptions by artificial means.

A bulletin was issued from G.H.Q. stating that no unit would be permitted to subscribe for a greater number of copies than that of one-third of its actual enlisted and official personnel. This rule was rigidly held to until after the cessation of hostilities. Then the War Department sent print paper in considerable quantity to the *Stars and Stripes*, and the now unrestricted circulation soared until the soldiers began to return to America in increasing numbers.

(*The story of the Stars and Stripes will be completed in next week's issue.*)

WHAT A. P. MEANS TO M

By A. H. Vandenberg, Editor Grand Rapids (Mich.) Herald



A. H. Vandenberg

THE Associated Press means the greatest of all journalistic tutions—because, by record and tion, it stands for truth, depend and decency in news. These are values which American journalism not afford to desert. The America ple, through satisfied experience, come inherently to believe that th put their unreserved trust in repor are sterling-marked "A-P" That precious triumph. Since "news" "popular opinion" are consecutive since the latter controls in this racy, the Associated Press thus b one of the supreme agencies f maintenance of American instit Thus it is, to me, more than a "bus It is a cardinal public trust. This has been well and ably admini That it is builded on "co-operative ciation" makes it typically Americ profoundly unique. It is the c property of all of its members.

It would be well, in my humble ment, if this "commonality" coul even greater recognition than at in the system of voting control, this "property value" could have greater protection than at pres preserving this heritage to thos have made it possible. Dem within the organization is its g safe-guard—and equally its needed ulus.

Emphasized assurance to its m that they may enjoy the leg fruits of their own enterprise will resultful loyalties doubly sure—an ther acknowledge another great can principle, namely that thos create "property rights" deserve benefits.

While these latter observations, h are somewhat academic, yet they important and basic conside worthy of effectual attention—er cease to be "academic" and become The Associated Press is incal priceless. It has been administere rare fidelity to the tenets of hor journalism. The greater these are, the greater the importance th be bulwarked in every possible

DANA VISITS HAWAII

Arranges for Island Delegatio Coast Ad Clubs Meet

Marshall N. Dana, president Pacific Coast Advertising Clubs a sociate editor of the *Portland O Journal*, has been in Honolulu range for the attendance of an delegation at the coming Portland vention.

AD TIPS

en-Kynett Company, 1516 Chestnut street, elphia. Now handling account for the idated Cigar Corporation, New York.

W. Ayer & Son, 308 Chestnut street, elphia. Reported to have secured account C. H. Church Mfg. Company, "Sani Toilet Seats," Holyoke, Mass."

ns & Holden, 247 Park avenue, New Making contracts with newspapers in sections for the National Biscuit Com- New York.

on Chesman & Co., 1127 Pine street, New Placing orders with some Western for the Platao Laboratories, St. Louis.

ison J. Cowan Agency, 730 5th avenue, ork. Has secured account of the Cham- elt Mfg. Company, New York and Frank indle & Company, New York.

hfield & Co., 14 E. Jackson boulevard, o, has added several towns to the list estone Tire & Rubber Company, Akron,

cy Adv. Company, 1501 Locust street, is, Mo. Sending contracts to newspapers advertising of Kelvinator Co., Detroit, Again making contracts with news- in various sections for Anheuser-Busch, t. Louis.

ance, Sullivan & Co., 130 West 42nd New York. Has secured account of Ehlers, Inc., Brooklyn, N. Y.

les Daniel Frey, Inc., 30 North Michigan Chicago. Placing orders with news- in selected sections for the Crane Com- plumbing and heating supplies, Chicago.

les C. Green Advertising Agency, Inc., h avenue, New York. Now handling t of the Reading Maid Hosiery Mills, eading, Pennsylvania, manufacturers of -made, full fashioned silk hosiery.

ell Advertising Agency, 912 Michigan e Building, Detroit. Has secured ac- of Huston-Mortenson Company, realtors, e Hacker Boat Company, Mt. Clemens.

ab-Crawford Company, 429 Broadway, ukee, Wis. May select a small list of for the advertising of Braumeister In- ent Products Co., Milwaukee (Malt).

g-Cooper Company, 507 Montgomery San Francisco, Cal. Is sending orders ific Coast papers for the advertising of Brandenstein Co., San Francisco.

e of Hubbell, 648 Huron Road, Cleveland, s taken over the accounts of the Na- Refining Company, Cleveland.

zki, Flack & Howard, 527 So. Warren Syracuse, N. Y. Placing orders with pers in various sections for Powell & in, Oneida, N. Y.

V. Kastor & Sons Company, 14 E. Jack- vd., Chicago. Is issuing renewal con- to newspapers for the advertising of Kraft & Co. (Cheese) Chicago.

& Thomas & Logan, 400 North Michi- enue, Chicago. Has added some towns April list for the advertising of Bruns- atke-Collender Co. (Records) Chicago.

). McAdams Company, 360 North Michi- enue, Chicago. May do some additional sing on Van Camp Co. (Bean-whole- Indianapolis, Ind.

. McDonald Company, Fisk Building, ork. Placing orders with newspapers in sections for the Cycle Trades of a, New York.

Manus, Inc., 82 E. Hancock avenue, , Mich. Is sending advertising to news- in scattered sections on Gabriel Snubber o., Cleveland.

is-Harris Company, 400 North Michigan , Chicago. Is issuing some additional ts to newspapers for the advertising of Products Co., Chicago.

or & Collier Company, Reading Road cMillan street, Cincinnati, Ohio. Re- to have secured account of Fallis, Inc., an beauty powder, Cincinnati.

am H. Rankin Company, 342 Madison , New York. Again placing orders with pers for the Bright Star Battery Com- Hoboken, N. J.

ur Rosenberg Company, 15 West 37th New York. Has secured account of the ar Shirt Corporation of New York City.

tz-McGregor Corporation, 270 Madison , New York. Placing orders with news- in some Eastern states for the Victor um Mfg. Company, New York.

Walter Thompson Company, 410 North Michigan blvd., Chicago. Is issuing contracts to newspapers for the advertising of Pickle Relish, a product of Libby, McNeil & Libby, Chicago.

United States Advertising Corporation, 250 West 57th street, New York. Again placing orders with newspapers in various sections for the Fisk Tire & Rubber Company, Chicopee Falls, Mass.

I. B. Wasson Company, American Bank bldg., Kansas City, Mo. Is sending advertising to a small list of newspapers in the South on Minoko Mineral Company.

BUSINESS PAPERS NAME PRIZE AWARD JURY

Group of Five to Pick Winners in Editorial, News and Service Contests Announced by Managing Director Feiker

Appointment of a jury to award the three prizes for editorial excellence among member papers of the Associated Business Papers, Inc., was announced this week by F. M. Feiker, managing director.

Those appointed are:

Dr. Julius Klein, director, Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C.; James W. Brown, publisher, EDITOR & PUBLISHER; David Beecroft, vice-president, Chilton Class Journal Company; William M. Robinson, chairman, Business Paper Committee, American Association of Advertising Agencies; and W. A. Wolff, president, National Industrial Advertisers' Association.

The three awards are:

"An award of $500 to the writer on an A. B. P. publication for the best editorial or article of an editorial nature, to be judged for clearness of style, sound reasoning and power to influence.

"An award of $500 to the regular member of the editorial staff of an A. B. P. publication for the best article or series of articles or news reports, judged broadly on the basis of timeliness, accuracy, thoroughness, originality, clearness of expression and usefulness.

"An award of a suitable trophy to the A. B. P. publication contributing the most definite and outstanding service to the field with which the publication is connected."

Two changes have been made in the rules governing the contest. First, the time for submitting the material has been extended by the executive committee to Sept. 1, of this year.

Second, the rule that the editorial must be accompanied by a brief explaining and developing its significance will be waived, i. e., the editorials and articles submitted need be accompanied only by proper letters of transmittal briefly describing the setting and results of such editorials, but not elaborating the accompanying material.

MICHIGAN MAY FORBID TARDY LIBEL SUITS

Bill Passed by Lower House Sets Limit of Year After Cause for Bringing Action Against Publisher

LANSING, Mich., April 18.—A belated libel action, sometimes brought against a newspaper when the story upon which it is based has long been forgotten and the files have yellowed with age, will be made impossible in Michigan if the senate and Gov. Green agree to the terms of a bill, introduced by Rep. Frank Darin of River Rouge, which has already been passed by the lower house of the state legislature.

The Darin measure would provide that libel or slander actions be brought into court within a year after the cause of the action. According to supporters of the measure, libel suits which are tardily filed are usually not brought in good faith, to obtain redress for damaging statements, but are either used as semi-blackmailing levers in an effort to force a publication against which they are directed to adopt a course of action to which its management objects or else they are bare-faced efforts at financial gouging inspired by a paper's prosperity.

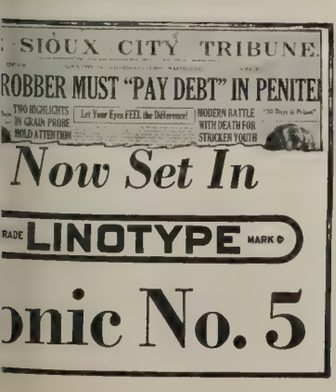
During debate in the House on the measure, Rep. Charles Culver of Detroit announced that he was preparing to file a libel action against a Detroit daily, which, he claimed, has made a number of libelous statements about him. He declared that his feeling against this paper, however, would not move him to vote against the Darin bill which he characterized as a just measure.

BARGAIN BULLETIN EDITION

The *Seattle* (Wash.) *Post Intelligencer* inaugurated a new idea in bargain advertising in Seattle when it published its first Bargain Bulletin Friday, April 15. The bulletin consists of a page made up of 32 4x2 ads of various Seattle merchants giving their best bargains for Friday and Saturday in a brief and succinct form. This Bulletin will be published every Friday morning as an aid to shoppers searching for week-end bargains.

ADOPTS TABLOID SIZE

The *Red Hook* (N. Y.) *Advertiser* weekly, adopted the tabloid size with its issue of April 14.



Now Set In
TRADE LINOTYPE MARK
onic No. 5

A Simple Practical Solution

Just consider the detail work now done in a newspaper publishers office pertaining to checking proofs, and the high cost of newsprint, postage and clerks time in handling detail, and then consider the fact that under our Complete Checking Proof Service the only detail necessary is to send us a few complete copies each day—and we do the rest. In other words, we relieve a publishers office of all detail work and at the same time we give his agencies and advertisers a much more satisfactory service on which they can depend at all times . . . . and the cost is less.

NOW—400 subscribers

The Advertising CHECKING BUREAU Inc.
79 Madison Ave. New York (ACB) 538 So. Clark St. Chicago

From the Linotype Mailbag

Ionic No. 5

Many Compliments and No Complaints

It has been approximately two months since we changed our type face from the old 8 point to the new 6½ point Ionic on 7 point slug. During that time we have had no complaints because of the reduction in the size of the type and have had many compliments on the legibility of the new Ionic face.

We now feel, since changing to eight columns of twelve ems each, that we have an ideal combination in this new type face. We shall be glad at any time to recommend it to other publishers.

Arizona Gazette
Phoenix, Arizona





From the
Bethlehem, Pa. Globe-Times

"In looking up our records today we found that the amount of national advertising which we ran at the time we first appointed you was just about the same figure as your commissions amount to today."

We have represented this newspaper for about ten years.

1920 was a good year with most papers. Yet we find that The Globe-Times had an income from national advertising in 1926 *over four times their income in* 1920.

The fertility of this field for the national advertiser has made this record possible.

All we have done has been to keep the city constantly in front of the national advertiser.

Howland and Howland
Newspaper Representatives
New York Chicago Phila.

"Fair dealing begets good feeling"

CLIP HERE

Howland and Howland
New York Office,
393 Seventh Avenue
(Equitable Life Building.
Opposite Penn. Station)

Gentlemen:

Please send some one to study our field and give an opinion regarding our possibilities for national advertising.

Name .....

Address .....



GUATEMALA PRINTING LAWS AMENDED

Newspapers Allowed Greater Freedom Under New Statutes—May Criticize Public Officials

The Legislative Assembly of the Republic of Guatemala has amended the law on printing, making this in some ways much less subject to official pressure than previously. Representative Cesar Izaguirre presented the proposed amendment to the assembly and in his address pointed out that the press of Guatemala now occupied a prominent place not only in the national life of the country but also in the literary life of Latin-America.

According to the amendments attacks against public officials in the press, whether by statements, allegations or caricatures are not punishable provided these derive exclusively from the fact that the individual attacked is a public official. Answers to such attacks, provided they do not exceed the intensity of the attack itself, are not punishable under the new laws.

The publication of articles which are treasonable, calculated to disturb the public peace or endanger the safety of the state are to be punished under the criminal or military codes entirely aside from the law on printing. In no case, however, may the machinery of the establishment printing the articles be seized for such offenses.

Attacks in the press against foreign governments friendly to the Republic of Guatemala are made punishable only in case the nation so attacked has laws providing for the punishment of attacks made by its own press against friendly countries.

OFFICIAL HONORS WRITERS

Indiana Lieutenant Governor Gives Dinner to Press Gallery

Lieutenant Governor F. Harold Van Orman of Indiana gave a dinner recently for newspaper men who covered the recent session of the Indiana legislature. Impromptu stunts by the newspaper men made up the program of the evening. The dinner was held in the Travertine Room of the Lincoln Hotel, Indianapolis. Among the guests were Claude Wolff and Morris Edwards, Associated Press; Philip Kinsley, *Chicago Tribune;* Robert Beard, United Press; Eugene J. Cadou and Robert Ginsberg, International News Service; Charles Crawford; Walter A. Shead, William L. Toms, Wayne J. Guthrie, Walter McCarthy and Dudley Smith of the *Indianapolis News;* Daniel Kidney and Frank Prince, *Indianapolis Times;* Maurice Early, Horace M. Coats, Herbert Eiler, Joseph K. Shepherd and Richard P. Overmyer, *Indianapolis Star.*

Preliminary plans were made for the organization of a legislative press club in Indianapolis.

PAPER CHANGES NAME

The *Utah Democrat,* published in Salt Lake City for several years past, will hereafter be known as the *Utah Statesman.*

LEGAL AD BILL KILLED

The Pennsylvania state legislature this week defeated a bill which would have permitted county advertising to have been published in both English and German newspapers. The vote against the measure in the house was 80 to 70. The sponsor of the bill said he wanted county advertisements published in weekly newspapers as well as in dailies. In some counties in Pennsylvania there are German weeklies but no German dailies, and on this account the two language proposal was arranged.

Business Offers

EDITOR & PUBLISHER Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS (Cash with Order)

1 Time — .60 per line
4 Times — .55 per line
13 Times — .50 per line
26 Times — .45 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Minimum Contract space, three lines. Special rates quoted for 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

ADVERTISING

General Promotion

If You Want More Local Advertising put us to work for you selling our "Worthwhile" Features. Write F. G. Hogan Syndicate, Lemcke Bldg., Indianapolis, Ind., or Kane, Pa.

Increase Your Local Linage with a weekly special page. No cost to publisher. Personal supervision. Let's show you. Interview anytime New York or within 200 miles. C-534, Editor & Publisher.

Supplies

Shading Sheets for Art work and Benday effects. Bourges Service, Inc., 144 West 32nd St., New York.

BUSINESS OPPORTUNITIES

Brokers

Omar D. Gray, Sturgeon, Mo., writes: "I have $3,500,000 in newspaper property for sale in 41 states. Send for printed list. I need few more dailies and weeklies in Ohio, Wisconsin, Michigan, Oregon, Washington, California.

Real Opportunity for Quick Buyer—Weekly paper and job plant, Long Island; weekly and job plant, New Jersey; both within fifteen miles of new York. Price low, terms easy. J. B. Shale, Times Building, New York.

Offering Fine Weekly—Only paper in county seat town of south-central state, nets $4,000 annually and gaining steadily. Machine equipped plant. All for $14,000 and only $5,000 cash necessary. Prop. 1509x. The H. F. Henrichs Agency, Litchfield, Ill.

Offering High Class Daily in exclusive mid-West city of 15,000, yielding owners for time and investment about $25,000 a year. Growing, progressive, healthful field. Offer includes valuable building. Complete with $10,000 good accounts for only $165,000. Terms available on part. Prop. 892x. The H. F. Henrichs Agency, Litchfield, Ill.

Trade Journal, established, in good condition, capable of expansion. Gross about $20,000. Asking price, $17,500 cash. Harris-Dibble Co., 345 Madison Avenue, New York City.

Newspapers for Sale

$10,000 Cash buys fourth interest and secretary-treasurer's position with commercial printing plant and semi-weekly, showing consistent good profits last five years. Exclusive field, rapidly growing town 11,000, near Los Angeles, Calif. C-527, Editor & Publisher.

Controlling Interest in afternoon daily; now grossing about $40,000. Town of about 10,000 in border Southern state. All equipment new. C-516, Editor & Publisher.

Weekly Newspaper for sale in exclusive field in central state. Netting approximately $20,000 annually. Address C-537, Editor & Publisher.

Weekly Newspaper, established more than 30 years. County seat town of about 7,500. Best town of size in South. Capable man can earn $7,000.00 to $8,000.00 annually. No ordinary proposition but golden opportunity for right man. Business on solid foundation. $22,000.00—$10,000.00 cash, balance convenient terms. C-546, Editor & Publisher.

BUSINESS OPPORTUNIT

Newspapers Wanted

Newspaper Wanted—A newspaper man more than twenty years' connection on mi metropolitan daily, wishes to lease dail weekly newspaper or operate it on a sharing basis. Might consider a partne arrangement or purchase of property. All essary references as to my character and ity will be furnished. In answering please full details. Address C-519, Editor & Publ

CIRCULATION

Promotion

Circulation—When quick, additional circu coverage becomes necessary, remember tha twenty years in this one line of endeav your proof against experimenting. Wri wire **Pacific Coast Circulation Service,** Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 tre ave., Reading, Penn. Originators of S manship Club Campaigns.

Mr. Publisher—Large, small, Daily or Wee let us build your circulation by experi Circulation Builders. Carolina Contest Durham, N. C.

Superior Circulation Builders—The W. S. dall Company, 104 North Bailey Ave., L ville, Kentucky. The circulation-building ganization that has set the standard for ag sive, successful circulation campaigns for n twenty years.

The World's Largest Circulation Building ganization—The only circulation-building ice in Newspaperdom furnishing publi affidavits of the exact results of its campaign. The Charles Partlowe Com Occidental Building, Indianapolis.

Wire Our Pottery Direct for supplies to a dish offer. Results—Low cost. The Alt China Co., Carrollton, Ohio.

15,000 New Subscribers on New York news in 7 weeks. New plan of campaign des and operated by former publisher with lishers' interests in view. Hudson Del Co., 1420 Bryant Park Bldg., New York.

Special Service

Local Appeal—Are you publishing a daily? you wish to add snap, sparkle, and pun its local appeal? Then you'll be interest this different but sound plan for incre that valuable factor. Local appeal att advertisers' dollars as well as new circul Here is a definite plan for that progr paper, large or small, which is seeking to prestige via the profitable route of incr local appeal. B-972, Editor & Publisher.

EDITORIAL

Syndicate Features

Are Girls Growing Bolder is just one articles by Mrs. Aimee Semple McPhers her series of daily discussions on pro confronting American Home Life today. fifty papers have already ordered. Imm release. Daily releases, about 1500 words llustrated. Matrices or photos furnished copy. Rush your order. Graphic Syndi Inc., 25 City Hall Place, New York.

Syndicate Features Wanted

Syndicated Editorial Service wanted, su for small daily newspaper; preferably by York state or eastern syndicate. B-996, & Publisher.

EMPLOYMENT

Help Wanted

Advertising Manager for a well estab metropolitan paper. Population 1,000,000. be well recommended. Good prospects first class man with organizing ability. in strict confidence, giving full partic Box 362, Room 200, Times Building, New

(Continued on following page)

Supplies—Equipment

Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

Keep your message before your clients and prospects. The EDITOR & PUBLISHER is your ever-present salesman.



INVISIBLE EXPENSE

When your blankets are old and worn out, they cause poor printing and many delays, due to the sheets breaking.

Complaints from readers on late delivery and loss of sales.

Rebates to advertisers for poor printing.

Excessive waste paper and extra expense for power and light.

The saving in these items of Invisible Expense for one week will buy a new set of blankets.

You cannot afford to lower your efficiency by false economy.

New England Newspaper Supply Co.

Worcester, Mass., U. S. A.
Cable Address NENSCO, Worcester.

Employment—Equipment—Services

EMPLOYMENT

Help Wanted

sing Man, experienced, wanted; one who ite copy and sell it. An opportunity. d-Mercury, New Bedford, Mass.

sing Director—A large newspaper, in an nt Eastern city, is considering the ap- nt of an Advertising Director. Appli- with information as to age, experience racter will be given prompt considera- held as strictly confidential. Address re of Editor & Publisher.

ion Man wanted to take charge of city on. One who is able to promote and circulation. Must be familiar with mail and street promotion. Able to his department and get results. Thor- understand A. B. C. Audit. Should ch ability in his own department that ition of circulation manager will be him. Opportunity for a young, am- adroit man who desires a future and have full responsibility in his depart- Morning paper situated in mid-west at offers exceptional advantage for n. Full information as to salary, ref- etc., in first letter, or no consideration pplication. C-528, Editor & Publisher.

on Manager, experienced, wanted to nplete charge of all single, direct-by- scriptions. Publication morning, eve- d Sunday. Location, Middle West. be directly under Circulation Manager. able to assume responsibility, aggres- th the proper initiative to do things in ay. The man for this place must be y strong in building up attractive sales hat will bring results, and be able to large number of solicitors on a com- basis. Give age and experience along erences, present and past employers. ether married or single and salary ex- C-517, Editor & Publisher.

of experience and maturity wanted in ld who can invest at least $5,000 and part owner and editorial head of paper sized Northern city. Address B-979, Publisher.

er Man wanted, possessing editorial o unite with new incorporation, capi- at $100,000 or upward, to establish a per in a field having unusual potenti- Sufficient capital desired to assure per- erest in the development to its fullest For personal appointment during A. Convention, address C-531, Editor her.

litor or assistant to city editor on live, paper. Must be energetic, peppy and ed. A man with ideas, who can ndle copy, make up, think up assign- picture ideas, etc. C-522, Editor &

er Men wanted, with clean and suc- record as reporters or on desk jobs. or experience in advertising or selling We have several openings for field and on inside jobs in connection with cet survey work. Permanent employ- d opportunity for men who make the Long hours—hard work—but crammed terest and experience. Give full details yourself by letter. R. O. Eastman, ited, Cleveland, Ohio.

Wanted—If you are a salesman call- ne newspapers, write for details of our n which will net a real salesman $100.00 weekly. State experience, ter- vered, and present line in first letter. salesmen will find our line easy to d one not conflicting with their pres- Address C-515, Editor & Publisher.

Situations Wanted

ng Solicitor, copywriter; 5 years' pub- ecretary, display man, classified man- motion and retail store manager. Age , Christian, reliable. Now employed. condary to prospects. Write or phone. litor & Publisher for interview in New ing convention.

ng Salesman for small daily or pro- weekly. Selling against strong com- as demonstrated ability. Desires po- at offers opportunity to grow with larried. References. B-993, Editor &

ng Salesman, Classified Manager, at ccount consolidation. Age 34, well 7 years' experience, last three on aper with difficult competition, but n wonderful results. Want opening with future. $50 minimum. Best . Wire collect or write C. E. Hutch- Laura St., Jacksonville, Fla.

EMPLOYMENT

Situations Wanted

Advertising Manager—12 years' experience on state's now leading newspaper. Available upon reasonable notice. Hopes to make connection insuring conservative growth. 45 years old, married. References. B-953, Editor & Publisher.

Advertising Man, special page and special edition experience. Have copyrighted pages that will add prestige to your paper. Interview in New York or at your paper. C-533, Editor & Publisher.

Advertising—Good organizer, experienced large and small dailies, display and classified. A "first" record for 1926 classified in large eastern city. Prefer East. At convention. Tel. Spring 2825, 6:00 P. M. or C-535, Editor & Publisher.

Advertising Manager, seeks place on live daily offering minimum salary $75.00 week; worth $100.00 week to any publisher in America. Possess executive ability. Excellent record as business-producer and reliability. Write "Adv. Mgr." Box 376, Beaumont, Texas.

Advertising Manager or Solicitor on small daily. East preferred. Can produce copy for local advertisers that results in increased linage. Young, alert, energetic. Married. Looking for permanency. B-994, Editor & Publisher.

Advertising Idea Man—Successful creating sales plans, visualizations and layouts; writes copy for trade papers, magazines and general advertising literature; open for negotiations. C-547, Editor & Publisher.

Business Manager or Assistant to Publisher—Where is the busy publisher who wishes to turn over the details of newspaper management? The writer has the necessary education and experience on the major newspaper functions to be of exceptional value. Salary moderate. A hard worker with excellent references. Go anywhere but prefer small paper. C-530, Editor & Publisher.

Circulation Manager seeks change. Able, energetic, enthusiastic, circulation manager, 31 years of age, desires change. Good record. Best references, including all past employers. Have added 2,000 in present connection in last ten months in spite of hard obstacles. Get the revenue and circulation. Keep things running smoothly. Twenty years' circulation experience covering from carrier boy to circulation manager. Good reason for desiring change. Address, in confidence, C-523, Editor & Publisher.

Circulation Manager wishes to make change. At present employed on New York City daily as circulation promotion manager. Can furnish best reference. C-538, Editor & Publisher.

Circulation Manager seeks change. At present employed on N. Y. State daily. Past record will prove ability. Substantial reference. C-542, Editor & Publisher.

Circulation Manager—Contemplating change, desires to form new connection in city or town under 100.000 population. C-525, Editor & Publisher.

Circulation Manager—Have been assistant and Promotion Manager on live daily. College education. Experienced accountant. Developer of carrier, home delivery system, dealers, and streets with remarkably low cost. Desire position of Circulation Manager on Paper 8,000-20,000 anywhere. Salary moderate with opportunity for increase with results. C-529 Editor & Publisher.

Desk Man, telegraph editor, copy reader, experienced, desires position on Southern afternoon daily. Address B-914, Editor & Publisher.

Editor—Now employed on metropolitan daily, 15 years' experience in all branches of news and editorial departments of newspapers, desires to connect with Democratic newspaper in South, of which he is native. Testimonials and references furnished. B-987, Editor & Publisher.

Editor with experience covering all desks, reportorial and feature work on metropolitan and small city dailies, desires change to newspaper or publicity field with future; college training; age 30, single. C-543, Editor & Publisher.

Editorial—Man with thorough newspaper experience and four years' unusual training in speedy and sound judgment of news seeks chance as managing editor. Now rewrite man on widely known daily. C-536, Editor & Publisher.

Editor-Manager who doubled net earnings of daily, open for position May 16. Nominal salary with bonus acceptable. Address C-539, Editor & Publisher.

Editorial Writer whose claims to unusual ability can best be presented in a budget of published work desires to establish contact with interested publisher. A writer who has power to combine good literature with opinion. Now advantageously employed and only interested in bigger opportunity. C-545, Editor & Publisher.

Editor—Young, but mature in experience, with successful fifteen-year record, wishes to change from powerful metropolitan morning paper to afternoon paper in town of 100,000. Am a university man and married. Let me show you what I have done and what I will do for your circulation and advertising through editorial magnetism. Will start at $5,000 or on circulation building bonus basis. C-541, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Editorial Writer, college graduate, ten years' experience. Specializes modern literature, politics, drama, human interest. Young, with personality and ability. Wishes permanent location. C-510, Editor & Publisher.

Experienced Newspaper Woman—Book and art reviews, feature stories, M. S. reader, assistant to editor. Wants position with newspaper, trade magazine or other publisher in New York City. College, traveled, knowledge of French, Spanish. B-977, Editor & Publisher.

Former Sunday Editor wants work as special feature writer newspaper or magazine; handles camera. Samples, references. C-544, Editor & Publisher.

In Any Capacity—I am a cub. I want a job. I don't know it all and am willing to learn. 25 years old. Will go anywhere and do anything that will produce a living while I am getting a chance at a practical newspaper education. C-532, Editor & Publisher.

Manager seeks situation. Able take direct charge all departments, increase advertising to maximum, develop circulation to limit, operate plant economically, handle business details systematically, furnish owner with daily and monthly reports, write editorials, handle newsroom and produce Metropolitan paper. Prefer paper not on satisfactory paying basis. Can build business without adding expense and reduce costs without injury to paper. Can always make satisfactory net for owner. In former situation reduced payroll from $4,000 weekly to $2,300 and from 167 persons to 73; changed paper which was losing $60,000 annually to a profitable investment in less than a year. High grade man, hard worker, able to successfully cope with keen competition and put paper on profitable basis regardless of difficulties. References cover many years' successful work and will stand close investigation. Have been employed on large and small papers. Address B-881, Editor & Publisher.

Managing Editor, thoroughly capable and experienced, who can give the kind of paper you want. Can handle men to get the most from them. Present time engaged as manager big paper but resigning June 1st. Married, college graduate, 32 years old, will go anywhere. Real opportunity is offered for advancement. Address C-521, Editor & Publisher.

Managing Editor, thoroughly experienced. Young, married, educated. Best references. Start at $60. C-540. Editor & Publisher.

Managing Editor—35 years old. seeks change because of impending consolidation. Willing to come for interview at my own expense. Sterling executive with record that will bear closest investigation. Would like to take burden from some ageing publisher. C-524, Editor & Publisher.

Managing Editor small city, wants desk or street work in bigger city. B-998, Editor & Publisher.

Managing Editor, thoroughly trained executive, 42, now on one of largest newspapers in New York City, for family reasons offers services to evening daily in smaller city. B-995, Editor & Publisher.

Mechanical Superintendent—Press Room Superintendent—Several years' experience in all forms of newspaper press work; knowledge of stereotyping, a working knowledge of other departments. Am 30 years old, a Mechanical Engineer by training and a univefsity graduate. Member of Web Pressman Union. Have the experience, training and ability to render and can guarantee any publisher efficient and satisfactory service in either position. C-500, Editor & Publisher.

Newspaper Man, thoroughly trained, wants chance to travel. United States preferred. Press agent, promotion or special feature stories. Experienced in camera work. Married, references. B-978, Editor & Publisher.

Newspaper Executive, capable of handling entire property and developing it to the best possibilities. Can furnish references and able to come at once. For full particulars, Address B-992, Editor & Publisher.

Newspaper and Publicity Woman, experienced, and accredited with "It," desires steady position on daily or weekly paper. Free, white, and 27. Energetic, responsible, and experienced in music, club, society, art, dramatic and religious news, and in campaign and special publicity. References in Chicago and in Oklahoma City. Available. Ready immediately. B-959, Editor & Publisher.

Real Reporter—Not a novice, but seasoned man, experienced on politics, sports and general assignment. Wouldn't have desk job. Know news and can write it. Married, college graduate, nine years' experience, will go anywhere. Free May 20. Write C-520, Editor & Publisher.

Reporter and Editor, capable, under thirty, wants to write any publisher who is in the market for loyalty, industry and experience. References and specimens of work freely offered. A permanent connection sought but special work of any kind considered. C-526, Editor & Publisher.

Reporter, 24, three years' varied experience, wants job. C-514, Editor & Publisher.

MECHANICAL

Equipment for Sale

Complete Printing Plant, suitable for daily paper, available at once on account of suspension of publication of New York Commercial. Address Journal of Commerce, 32 Broadway, New York City, for full particulars.

Duplex 24-page Tubular Press, with full stereotype equipment, for sale. Will be available in late summer. Now in use by publication moving into new building with new plant. For full information, address Journal of Commerce, 32 Broadway, New York.

Miehle No. 1, Duplex 10-page, Goss Comet, Duplex Angle-bar, and Stereotype Presses from 16 pages to Octuple capacity. A complete line of general equipment for weekly and daily newspapers. Griffiths Publishers' Exchange, Inc., 154 Nassau St., New York.

For Sale—4 or 5 Cutler-Hammer linotype pots complete; 200-250 volt A.C. 60 cycle, 1500 watts. The Daily Pantagraph, Bloomington, Ill.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffman Type & Engraving Co., 114 E. 13th St., N. Y. City.

Linotypes: (save $1,400 each) Model 21, No. 32549; also Model 14, No. 27313, with motors; in perfect condition; can be seen running and you can thoroughly test them. Practically new machines; sell $3,000 each. Call, see them. Scientific Review, 206 E. 19th St., New York. Telephone, Gramercy 5733.

Printers and Bookbinders equipment, machinery, type, supplies, Kelly presses, cut cost material, send for revised pre-used machine sheet. Conner Fendler Branch A.T.F. Co., 96 Beekman St., New York City.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Newspaper Properties
Bought, Sold and Appraised
All negotiations confidential
PALMER, DEWITT & PALMER
Business Established in 1899
350 Madison Ave., New York
Pacific Coast Representative:
M. O. Moore, 515 N. Canon Drive, Beverly Hills, Calif.

CONSOLIDATION
The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.
We have been factors in many important consolidations, sales and appraisals.
HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES
OUR MR. E. S. FERNALD will be at the Waldorf-Astoria in New York during the Publishers' Convention and will be glad to make appointments.
FERNALD'S EXCHANGE, INC.
Security Bldg. Springfield, Mass

DOLLAR $ $ $ $ PULLERS

One Dollar will be paid for each idea published. Send clipping for payment.

THE highway departments of most states are able to furnish publishers with maps of the various state road systems. Using the map as the "spotlight" it's easy to sell a special motoring edition. The *Franklin* (Ind.) *Evening Star* recently "cashed in" on this feature.—Davis O. Vandivier.

At this time of the year folks are beginning to think about fixing up the summer cottage or camp for the opening of the season. Start a section of advertising under the heading of "For That Summer Place" and get the dealers who have stock that interests such buyers to advertise their wares in this section.—C. E. Pellissier, Boston.

At the present time the laundry owners are fighting with electric washing machine manufacturers and dealers the country over. Get a special on the merits of their methods from local laundries and also gets the arguments the washing machine dealers offer. Then run an article on each subject on different days, enclosing the article with advertisements of the business organizations concerned.—Paul M. Wildrick, Addison, N. Y.

The *Wisconsin State Journal* of Madison publishes each month a digest of supreme court decisions within a few days after they have been handed down. An attorney of the city prepares the digest. Lawyers are informed that the digest may be obtained in the State Journal 30 to 60 days in advance of any other source. If your newspaper is in the capital city, such a digest may bring a substantial addition in circulation.—Ruben Levin, Milwaukee, Wis.

Suggest to some of the stores writing their own ads that they let their employes write these ads. The heads of departments and their staffs will develop initiative and new ideas that will stimulate more interest in advertising, and the store may take space to *announce* to the public that its employes are writing the ads.—C. M. L., Seattle, Wash.

The "Payroll Builders of Racine" is the title of a page co-operative advertisement published periodically in the *Racine* (Wis.) *Journal-News*. Merchants and manufacturers contribute.—R. L.

A Chicago paper recently sponsored a 1c sale on used cars. By this novel bit of advertising they obtained two pages of used car advertising from dealers who do little or no advertising otherwise. The plan was to announce a 1c sale to last but four days. During that time the buyer could purchase a $75 used car for $50.01 or $49.99. Regardless of the price on the car the sale price always had that 1c difference. Try this stunt in your paper.—C. E. Pellissier.

The *Columbia* (Mo.) *Evening Missourian*, published by students in the School of Journalism, University of Missouri, runs a semi-annual fashion revue for one of the local drygoods stores. Each revue consists of a series of six half-page advertisements featuring the photographs of well-known co-eds, or students from one of the two girls' colleges in Columbia, wearing the latest creations selected from the stock of the store.

The models pose against a dark background, so the newspaper cuts will be clear and distinct. Students make cuts of the pictures in the photo-engraving laboratory of the School of Journalism.

One picture is run as the feature of an advertisement each Friday until the revue is complete. The merchant keys his window display to this advertising by building a window trim each Friday around the framed original photograph, with the actual garment displayed beside it.—James E. Daugherty.

found, the afflicted ones were with n children. In others, extra work w quired. Children who had never s a word were taught to talk and learned to "hear" through their tips.—Jack Sedwick.

The police reporter for the *Dav* (Iowa) *Democrat* has made it a to jot down all the criminal and slang he hears about the court roo station. A first-rate column stor sulted a week or so ago, made these words with their definition how they came into being.—De Ar Davenport, Ia.

"They Say This" is the title of ture published daily in the *Mila* (Wis.) *Journal*, in which opinion pressed at the moment by city o and well-known citizens, are printed out comment. Reporters on the submit the paragraph interviews, consist of anything the person viewed may want to speak on.—J Levin.

HUNCHES

One Dollar will be paid for each idea published. Send clipping for payment.

WHAT do the theatre men of your city think of the Theater Padlock Law just passed by the New York State legislature and signed by Governor Alfred E. Smith? What would your theater manager do in a case of immoral play presentation, offensive vaudeville, etc? What's his general notion of censorship? Does he preview shows and acts?—Oxie.

Here is an idea for a little feature of the "Competitive Essay" or "Letter-To-Editor" type that is different. Ask readers to discuss "My Funniest Dream." A sister of the writer once dreamed that she saw her mother, a woman of rather more than medium size, "tearing" down the street on a match box! Others have had equally funny dreams. What are they?—Fred L. W. Bennett.

A ten-year-ago war column from a local angle could be made quite interesting from now on. It could be any length, from a few short items to a column or two, without losing punch. The veterans now are reaching the reminiscence stage. —J. Harry Jones.

The fishing season will soon open. Regardless of what part of the country you are located in you have among your readers many enthusiastic fishermen. Why not write up a feature story devoted to fish and fishing. Tell about the fish caught in local waters, their habits, the laws governing the catching, photos of them, etc.—C. E. Pellissier.

A good Sunday feature, carrying a five-column layout of art, was worked up around Dayton public school classes for deaf children. In some subjects, it was



Largest Newspaper West of Chicago

500,000 Copies DAILY

The KANSAS CITY STAR

South America's Greatest Newspap

"Buenos Aires IS the Argenti Republic"—

"If you introduce an article in Bue Aires it is introduced in the wh of the Argentine."

"We know that LA PRENSA a larger circulation than all local papers put together, a that this circulation is amon the very best class."

(Extract from letter written by the distributor in Argentina of important American products, urging his principals to place their advertising in LA PRENSA—)

National sales and distribution Argentina can quickly be attai by advertising in LA PRENSA.

JOSHUA B. POWER Exclusive Advertising Representat 250 Park Avenue New Yo

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined*.

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

Away Ahead!

2,196,676 - 1925
3,699,155 - 1926

1,502,479 - Gain

The New York Evening Graphic shows greater gain in lineage (41%) than any other New York paper.

IT WILL PAY YOU T HIRE TRAINED MEN

Ambitious young men, schoo in every branch of the newspa or magazine field, may be secu to fill that opening on your p lication by simply making y wants known to the Person Bureau of Sigma Delta Chi, p fessional journalistic fraterni

No Charge To Employe

Avail yourself of this free se ice to replenish your staff wh ever the occasion requires. W or wire John G. Earhart, Exchange Ave., Chicago, Ill., he will put you in touch with right man.

They are always able to buy—

in

NEW ENGLAND—



Every now and then you hear reckless statements made that New England is fast losing its leadership as one of the most important industrial centers in the Country. Some irresponsible person will remark that its textile mills are moving South or that it is losing out in the shoe industry, etc. Yet, when you delve into the statistical records you find that not only is it maintaining its leadership, but it is forging ahead in every line of industry. For example:

New England still leads in the production of shoes, It is still the most important market for rubber goods, wool, etc., and as far as textiles are concerned, it will take many years before the South even begins to manufacture the quality and quantity of textiles that this section of the Country produces today.

You will find that New England's savings deposits are increasing annually and it has increased its productive wealth two-fold in the past 10 years.

These facts are conclusive that the people in New England are not only able to buy, but every test of living standard will prove that they rank well above the Nation's average.

This prosperous market should be on every national advertisers list and if you want any special facts pertaining to this market, the newspapers listed below will gladly supply you with them.

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
leboro Sun	(E)	5,497	.03	.03
ton Globe	(M&E)	278,988	.50	.50
ton Globe	(S)	325,234	.55	.55
ton Transcript	(E)	38,245	.20	.20
ton Post	(M)	394,851	.60	.60
ton Post	(S)	350,627	.55	.55
hburg Sentinel	(E)	13,069	.06	.045
erhill Gazette	(E)	16,061	.065	.05
n Item	(E)	17,004	.065	.05
ell Courier-Citizen and vening Leader	(M&E)	21,310	.07	.07
r Bedford Standard Mercury	(M&E)	32,787	.10	.10
r Bedford Sunday Standard	(S)	28,056	.10	.10
th Adams Transcript.	(E)	10,427	.05	.04
sfield Eagle	(E)	16,264	.05	.05
m News	(E)	21,495	.09	.07
nton Gazette	(E)	9,414	.045	.035
cester Telegram-Gazette	(M&E)	99,207	.28	.25
cester Sunday Telegram	(S)	52,740	.21	.18

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
*Bridgeport Post-Telegram (E&M)	44,446	.15	.15
*Bridgeport Post (S)	21,910	.10	.10
*Hartford Courant (M)	34,725	.09	.09
*Hartford Courant (S)	57,795	.13	.13
††Hartford Times (E)	56,077	.13	.13
**Middletown Press (E)	3,560	.05	.03
†New Haven Register..(E&S)	48,076	.145	.135
**New London Day (E)	12,293	.06	.045
††Norwich Bulletin (M)	12,842	.07	.05
*Norwalk Hour (E)	6,196	.04	.04
††South Norwalk Sentinel..(E)	5,320	.04	.03
*Stamford Advocate (E)	10,619	.05	.04
*Waterbury Republican-American (M&E)	24,018	.08	.08
*Waterbury Republican...(S)	15,214	.08	.08

MAINE—Population, 768,014

**Portland Press-Herald Express, Sun & Telegram....(M&E)	59,356	.20	.16

NEW HAMPSHIRE—Population, 443,683

**Concord Monitor-Patriot..(E)	5,773	.0375	.025
††Keene Sentinel (E)	3,980	.036	.023
**Manchester Union Leader (M&E)	32,585	.15	.12

RHODE ISLAND—Population, 604,397

		Circulation	2,500 lines	10,000 lines
††Newport Daily News....	(E)	6,249	.0336	.0293
**Pawtucket Times	(E)	28,188	.08	.08
**Providence Bulletin	(E)	71,443	.20	(B).27
**Providence Journal	(M)	38,599	.12	(B).27
**Providence Journal	(S)	74,009	.20	.20
*Providence News	(E)	28,189	.08	.08
*Providence Tribune	(E)	21,808	.10	.09
**Westerly Sun	(E&S)	5,273	.03	.03
**Woonsocket Call	(E)	14,880	.05	.05

VERMONT—Population, 352,428

**Barre Times	(E)	7,282	.03	.025
††Bennington Banner	(E)	3,161	.03	.015
††Brattleboro Reformer	(E)	3,520	.035	.02
**Burlington Free Press...	(M)	14,265	.05	.05
*Rutland Herald	(M)	11,539	.05	.05
††St. Johnsbury Caledonian-Record	(E)	4,061	.03	.02

* A. B. C. Publisher's Statement, Oct. 1, 1926.
** A. B. C. Publisher's Statement, March 31, 1927.
† Government Statement, Oct. 1, 1926.
†† Government Statement, March 31, 1927.
(B) Combination rate Daily Journal and Eve. Bulletin.

Meat With His Mustard

WHO pays the Publishers' Bill?

Not the man who tosses you a few pennies for hastily-scanned headlines and comics, — *but the reader who believes in your newspaper.* He enjoys the frills, but he wants beef with his mustard.

He pays you in *confidence* backed by his *purchasing power.*

He is a specialist. He knows whether your writers know what they're talking about. Finance may be his forte; he may be interested in Mexico or China; perhaps he is an expert on national affairs, or business, or sports, or fashions. Anyhow he *knows.* He can check up on your staff.

If he has confidence in your news columns, he has confidence in the advertisements. He buys advertised goods. The advertiser pays the publisher.

How can you gain his confidence and profit by his support?

By printing a paper staffed with men who *know.*

The Consolidated Press Association was organized to furnish you with that kind of a staff. They are specialists on sports, finance, fashions, business, politics and foreign affairs written for *men who know* about sports, finance, fashions, business, politics and foreign affairs.

C. P. A. writers build confidence. Confidence builds support from readers who believe in your advertising columns as well as your news columns. These readers pay the publishers' bills.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Third Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Bulletin Building	19 Rue d'Antin

CONVENTION NUMBER

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1927

MEMBER A.B.C.

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

MEMBER A.B.P.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 49 NEW YORK, APRIL 30, 1927 By Mail in Advance $4, U. S. A. $4.50, Canada; $5. Foreign 10c Per Copy

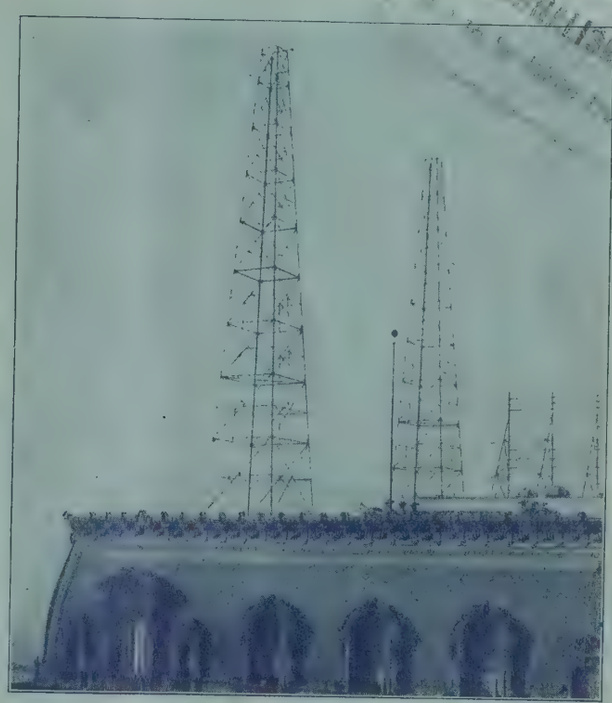
All-Day Broadcasting—Finer Programs
Leadership in National Radio Advertising

THE CHICAGO DAILY NEWS has taken over the complete management of station WQJ, owned by the Calumet Baking Powder Company, and now operates this station in conjunction with The Daily News station WMAQ, with exclusive 24-hour rights to the wave length 447.5 meters.

The operation of two of America's foremost stations with a unified all-day program is welcomed by Chicago people and the radio public generally as another great advance typical of the five-year record of The Daily News in promoting the interests of radio.

WMAQ, the first newspaper-owned radio station in Chicago, equipped now with its *third* sending apparatus, has earned a reputation for fine programs that will be richly enhanced by the added facilities of station WQJ. The two stations are members of the chain of the National Broadcasting Company. The program schedule throughout will be one of highest quality and interest.

By advancing every interest of radio, on the air and in its columns, The Daily News has attained a popularity with Chicago fans reflected in its leadership six days a week in national radio advertising—it is the most effective daily medium for radio manufacturers and dealers in reaching the Chicago public.



Arrangements to participate in the broadcasting schedule of The Chicago Daily News may be made by addressing Director, WMAQ, The Chicago Daily News, 15 North Wells St., Chicago, Ill.

THE CHICAGO DAILY NEWS

Member of The 100,000 Group of American Cities

Advertising Representatives:	NEW YORK J. B. Woodward 110 E. 42d St.	CHICAGO Woodward & Kelly 360 N. Michigan Ave.	DETROIT Woodward & Kelly Fine Arts Building	SAN FRANCISCO C. Geo. Krogness 253 First National Bank Bldg.

*Average Daily Net Paid Circulation for February, 1927—447,762

The New Publication Building of the

NEW YORK EVENING GRAPHIC

the fast-growing New York Evening Tabloid Newspaper will be equipped with

Scott "Straight-Unit" PRESSES



Courtesy of N. Y. Evening Graphic

This installation of 12 Units and 4 pairs of Folders is equipped — in addition to the many high-class features of construction of the Modern Scott "Straight-Unit" Presses —with extra ink distribution, tabloid cross-association, non-smutting folding devices and automatic web tension control, all specially designed for the production of Tabloid Newspapers at higher speeds than is now practiced.

Scott "Straight-Unit" and "Multi-Unit" Presses are capable of running regularly, without undue wear, and producing good printing, at the highest practical speeds. They are the ONLY Presses regularly rated at 400 R.P.M. and capable of delivering this speed whenever it is desired. If you want Speed, you don't have to experiment. Scott Presses are doing it.

WALTER SCOTT & COMPANY

Manufacturers of

"Multi-Unit" and "Straight-Unit"
NEWSPAPER PRESSES

Main Office and Factory, Plainfield, N. J.

New York Office: 1457 Broadway at 42nd St. — Chicago Office: Monadnock Block

Baltimore "takes" them regularly

¶ Baltimore families need no physician to prescribe for them the newspapers to "take."

¶ They have found it pleasant and advantageous to follow the family prescription popular in these parts and to "take" the Sunpapers regularly—before breakfast and throughout the day on week days and in one heaping big "spoonful" on Sunday.

¶ Baltimoreans find it easy to take this "prescription" regularly, because the Sun Carriers deliver the Sunpapers direct to their homes, rain or shine, week days and Sunday, seven days a week.

¶ The Sunpapers provide a mental stimulus to their readers, and at the same time they have exceptional tonic properties for the advertisers who utilize their columns. The advertiser who uses the Sunpapers consistently is bound to build up his sales in Baltimore!

Average Net Paid Circulation for Month of March, 1927

Daily (M. & E.) . . .	**254,962**
Sunday	**200,117**

A Gain of 2,363 Daily and 9,433 Sunday Over March, 1926

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

C. GEORGE KROGNESS
First National Bank Bldg.,
San Francisco

Everything in Baltimore Revolves Around

THE MORNING  EVENING SUN SUNDAY

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"

In Pittsburgh!

The most complete and most economical coverage is by the use of THE PITTSBURGH POST and THE PITTSBURGH SUN

FOR THE SIX MONTHS ENDED MARCH 31, 1927, THE SWORN AVERAGE CIRCULATION OF

The Pittsburgh Post

DAILY WAS - - - - - - - - - **159,883**

SUNDAY WAS - - - - - - - - - **204,737**

These figures represent a new high mark for an April sworn statement for the **DAILY POST** and a new high mark for any period for the **SUNDAY POST**. **THE POST** continues its overwhelming lead in the morning field.

BOTH PAPERS MADE UNPRECEDENTED GAINS FOR THE YEAR ENDED MARCH 31, 1927

THE DAILY POST *gained* - - **16,144**

THE SUNDAY POST *gained* - - **20,094**

This record of gain is significant of the constant growth of **THE POST**. For the past twelve years it has consistently advanced—having increased its morning circulation more than 300% and its Sunday circulation almost as much.

Pittsburgh's Popular, Steadily Growing Afternoon Paper Is

THE PITTSBURGH SUN

It is Pittsburgh's complete, clean, free and fearless afternoon newspaper, representing the type of paper that naturally finds a welcome in the home of refinement and culture—the inner circle of the splendid average American family. The Sun's average circulation for six months was 81,378.

New Flat Rate, on Foreign Advertising: Daily Post, 26c; Sunday Post, 28c; Evening Sun, 20c

THE COMBINED AVERAGE CIRCULATION OF ONE ISSUE OF

THE PITTSBURGH POST, THE PITTSBURGH SUN and THE SUNDAY POST

FOR THE PAST SIX MONTHS WAS

445,998

And the Combined Issues of These Newspapers Every Seven Days

AVERAGED 1,652,303 COPIES

Not Equaled by the Output of Any Other Newspaper Plant in Pittsburgh

PUBLISHERS' REPRESENTATIVES

LORENZEN & THOMPSON, INC.

NEW YORK, 19 W. 44th St. CHICAGO, Peoples' Gas Bldg. SAN FRANCISCO, 507 Montgomery St.

Newspaper Advertising is *Market* Advertising

IT used to be the idea that advertising in a newspaper would cover only the city in which the newspaper is published.

Today, the newspaper serves not only its own city, but a vast outside territory which is tributary to the city itself, and which is accessible and closely related, principally because of good roads, bus lines and the almost universal ownership of automobiles.

Thus an entire market is covered by daily newspaper advertising rather than a city alone.

No advertising medium reaches as regularly and as effectively the homes of an individual market as the newspaper.

Hence, a market study, analysis and survey is always important and interesting in order that the fullest benefits may be derived from a newspaper campaign.

We are the national advertising representatives of twenty-four progressive newspapers located in prosperous and responsive markets.

We are at all times prepared—in conjunction with their respective service departments—to provide valuable and useful merchandising service and market reports that will assist the manufacturer of any commodity either in opening up the market or in extending distribution already under way.



THE JOHN BUDD COMPANY

National Advertising Representatives of Newspapers

York Chicago St. Louis Atlanta
San Francisco Los Angeles Portland

The IOWA NEWS

Vol. I, No. 1 April 30, 1927 Price, Two Minute

FACTORIES PRODUCE $800,000,000

Iowa Pulling Out of the Mud

STATE PROGRAM SOON IN EFFECT

Complete Chain of Surfaced Roads to be Ready by 1928

When the state legislature, during the session just closed, passed the measure which placed the state highway commission in full charge of the state highway system, the end of mud roads for Iowa became a certainty.

For years, road building and maintenance in Iowa was under county control. As is usually the case with such decentralization, roads were well cared for in some counties, and neglected in others. The result was a checker-board of alternate good and bad.

This situation is entirely changed under provisions of the new law. When the state highway commission takes control of the roads on July 1, a complete state road program is assured.

Under this program, every county seat in Iowa will be connected by surfaced road before the end of next year. In carrying on this work, the state will spend $15,000,000 during 1927 on road construction and maintenance.

Iowa has not been proud of the former condition of her roads. But adoption of the state-wide road program under state control is concrete evidence of her determination to have the excellent road system that would naturally be expected of the state which leads the nation in per capita wealth.

1927 Road Bulletins As We Go to Press

Highways now under complete state control by act of legislature.

State-wide road program provides for network of surfaced roads joining all county seats by end of next year.

State road appropriation for 1927, $15,000,000.

In addition to state work, counties have voted more than $29,000,000 for paving.

COUNTIES VOTING NEW ROAD BONDS

Expect $12,000,000 As Twelve Counties Ballot

In addition to the state road appropriation, Iowa counties have voted road bond issues totaling $29,681,321, of this amount nearly $10,000,000 will be spent for paving primary roads during the next two years.

Fully a dozen more counties will vote bonds for paving in the coming year, which will amount to not less than $12,000,000 more.

SPEED LIMIT PUT UP FIVE NOTCHES

Forty Miles an Hour Becomes Legal Pace for Autos

Everything is moving just a little faster in Iowa these days.

Even the legal speed limit has been increased. You can now "step on it" up to "40-per" on Iowa roads without attracting the unpleasant attention of motorcycle police.

Two years ago Iowans were content to spin along their country roads at 30 miles per hour.

Last year, they became restless, and set the pace at 35 miles per hour.

This year it's up to 40. And, according to unofficial observers, if it keeps on climbing, a lot of Iowans are going to have to buy new cars in case they want to break the law.

Iowa already has more cars per capita than any other state—one gasoline consumer for every 3.44 food consumers.

But still there's enough good road room so that you can take a pleasure drive on Sunday and still get a little pleasure out of it.

Industrial Highlights in Iowa, 1921 to 1926

Output, 1926..$800,000,000
Output, 1921..$503,000,000
Gain, 1921-26..$297,000,000
Employes, 1921 62,000
Employes, 1926 80,000

SIXTEEN PLANTS LARGEST IN U. S.

And Eleven of Iowa's Factories Lead the Entire World

Sixteen Iowa plants are the largest of their kind in the United States. Eleven of these plants are the largest in the world. Iowa has:

The largest cream separator factory in the United States—at Waterloo.

The largest furniture factory in the United States—at Burlington.

The largest basket factory in the United States—at Burlington.

The largest sash and door factory in the United States—at Dubuque.

The largest button machinery factory in the United States—at Muscatine.

The largest macaroni factory in the world—at Davenport.

The largest broom factory in the world—at Davenport.

The largest cereal factory in the world—at Cedar Rapids.

The greatest hydro-electric plant in the world—at Keokuk.

The largest drain tile producing center in the world—at Mason City.

The largest steel furnace factory in the world—at Marshalltown.

The largest stump puller factory in the world—at Centerville.

The largest wall plaster mill in the world—at Fort Dodge.

The greatest motor tractor factory in the world—at Charles City.

The largest creamery and butter factory in the world—at Sioux City.

The greatest steel car factory in the world—at Bettendorf.

IOWA INDUSTRIES GAIN 60 PERCENT IN 5-YEAR PERIOI

Payrolls of 3,500 Plants No Include 80,000 Employes

IOWA AGRICULTURE GAIN

Farm Income for 1926 Bigge Than for 1925

Looking at Iowa as an I dustrial State presents a ne picture to most business me

Iowa's agricultural leade ship is an old story. Fo years, Iowa has stood first i so many lines of agricultur production that the only re contest was for second plac

Yet Iowa's agriculture, su reme throughout the Unite States, has been forced to co cede first place to Iowa i dustry. For, in 1926, the ou put of Iowa farms was just few million dollars behind th output of Iowa factories.

This unusual situation is n due to shrinkage in the valu of Iowa's farm productio The agricultural output Iowa for 1926 totaled $720,000 000, about $20,000,000 ahead 1925 and over $100,000,0 ahead of 1924.

Instead, the situation is du to the sound, steady develo ment of Iowa industry. It a surprise to learn that Iow has 3,500 factories, with total output in 1926 of $80 000,000. Yet this industri development has been entirel logical.

Manufacturers have learne the economy of locating fa tories as near as possible t the sources of raw material

Your breakfast food, for e ample, comes from Iowa field to Quaker Oats at Ceda Rapids, or Kellogg at Dave port, and thence to your tabl

Tomatoes for your catsu come direct to the Heinz plan at Muscatine, and are shippe out from there in bottles, i stead of crates.

In addition to nearness t raw materials, manufacturer appreciate the wholesome li ing conditions, the excellen public school system, and th satisfactory labor situation i Iowa.

These are the forces whic together have drawn so man manufacturers into Iowa du ing the last five years, an which have put the productio of Iowa industry on a par wit that of Iowa agriculture.

ADVERTISERS who understand the Iowa situation know from experience that the consumers' market there cannot be properly sold without the use of newspapers in these twenty-one key cities.

IOWA DAILY PRESS ASSOCIATION

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawkeye
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat & Leader
Davenport Times
Dubuque Telegraph-Herald
Fort Dodge Messenger & Chronicle
Fort Madison Democrat
Iowa City Press Citizen
Keokuk Gate City
Marshalltown Times-Republican
Mason City Globe-Gazette & Tribune
Muscatine Journal & News-Tribune
Oelwein Register
Oskaloosa Herald
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Courier
Waterloo Tribune

Compare

6½ Point Intertype Ideal News face enlarged about 10 times.

Like an Old Friend....Intertype Ideal News Face...Wears Well...on the eyes

It is not accident that certain type faces live through decades of time and continuous use. Think of the type families popular twenty-five years ago. How many have survived? The face upon which the design of the Intertype Ideal News face is based is *one* of the *very* few.

Easy-to-read is the final deciding factor in the length of life of a type face. The grotesque, the ill-proportioned faces have their day but they die a natural death, eventually. Faces which have lived invariably have the same fundamental characteristics. Study the specimen of the Ideal News face below. Note that the small lower case is not over 70% of the height of the caps and ascending letters, that the descenders are a pleasing length—and that each letter has the proper white space around it.

All of these features are of vital importance to the *fullest* legibility.

Ask your local oculist to test Intertype Ideal News face in comparison with the face you are now using.

6½ Point on Solid Slug

The Intertype News Series is meeting the approval of all those who believe that types should be made for the needs of the newspaper reader. The qualities which make the Intertype News Series easy to read are not free from the usual mannerisms of the standard newspaper type faces.

It's Familiar and Friendly.

The Intertype News Series conforms to the familiar and friendly design to which the majority of newspaper readers are accustomed, and yet gives a clearness to print which is not to be had by the use of ordinary light-face type. Intertype established the fact that easy to read type is familiar type. Unfamiliar type quickly tires the eyes. Intertype then set about to improve familiar type. The changes from old standards were, in most instances, not of great importance but most of them were in directions that have heretofore been avoided by type-makers. The hairlines of Intertype News Series show a distinctly visible thickness. The serifs

5½ Point on 5 Point Slug

84TH, 19 WEST—Gentleman appreciating cleanliness; electricity; $7; breakfast. Hawley, Schuyler 3155.

84TH, 316 WEST (Apt. 2E)—Beautifully furnished double room; near bath; reasonable.

85TH, 342 WEST (Clarke Studio), professional people, business girl, elevator; references.

85TH, 327 WEST—Large, front; every convenience; housekeeping privilege; $10. Ludwig.

85TH, 119 WEST—2 rooms, bath, parlor floor; desirable front basement with kitchenette privileges.

85TH (2,345 Broadway)—Large front; private bath, foyer; kitchen privileges. Weaver (46).

85TH, 342 WEST—Lady share large room lady; piano, twin beds. Hallock.

85TH, 349 WEST—Charming large, sunny front living room; smaller, $8. Nash.

85TH, 349 WEST—Attractive room, private family; student or business women. 3W.

86TH (Riverside Drive)—Artistically furnished room; business women; references. Telephone Trafalgar 9667.

86TH, 11 WEST—Large, double rooms, well furnished; kitchen privileges; also small; reasonable.

87TH, 343 WEST—Large, beautiful, sunny front room; adjoining private bath, references.

87TH, 121 WEST—Large room, two windows; semi-private bath; $12; gentleman.

7 Point on Solid Slug

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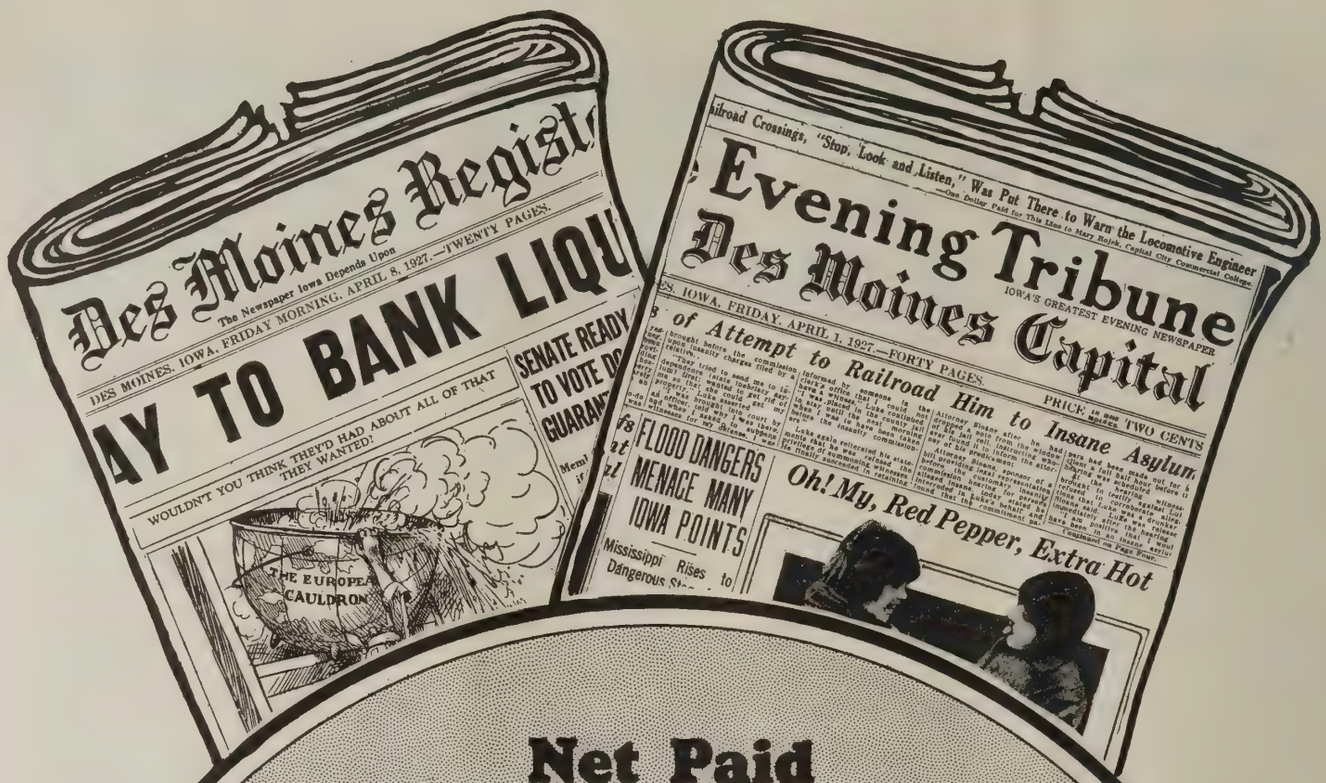
Intertype matrices will run in other slug-casting machines

Write nearest branch for larger specimens

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Designed in 5½, 6½, 7 and 8 Point

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Bldg.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 S. Main St.; *Boston* 80 Federal St.; *London; Berlin*



Net Paid Daily Circulation

March, 1927

230,878

March, 1926

176,120

March, 1925

164,456

March, 1924

146,858

March, 1923

136,174

March, 1922

126,519

March, 1921

114,968

Des Moines Register and Tribune-Capital



SEND FOR OUR NEW CATALOGUE

Or Obtain it at our A. N. P. A. Convention Exhibit, No. 100-101 Waldorf-Astoria

It Describes Features, Services and Serials

SUPPLYING ALL NEEDS OF A DISTINCTIVE NEWSPAPER

COMICS

"Hairbreadth Harry" *By Kahles*
"Somebody's Stenog" *By Hayward*
"The Family Next Door" *By Thornton Fisher*
"Steaming Youth" *By Marjorie Henderson*
"Dumb-Bells" *By Gar*
"Dizzy Dramas" *By Joe Bowers*
"Rolls Rosie" *By Irma Benjamin*
"Miss Information" *By Hy Gage*
"Sonnysayings" *By F. Y. Cory*
"Omar Jr." *By Thornton Fisher*
"Eve's Epigrams" *By Agnes Hucke*

CARTOONS

"Once Overs" *By C. D. Batchelor*
Sykes' Cartoons *By C. H. Sykes*
Chapin's Cartoons *By A. B. Chapin*
"Vignettes of Life" *By Frank Godwin*

MAGAZINE PAGE SERVICE

3-Color Cover Page
Short Story Page
Humor Page
Frank Godwin's Page—"Vignettes of Life"
Six Feature Pages

WOMEN'S PAGE FEATURES

Dorothy Dix Service
Love Problem Serials— *By Hazel Batchelor*
"Deb Days"—Daily Flapper Strip *By C. J. Coll and Litta Mabie*
"Milady Beautiful" *By Lois Leeds*
"The Latest" (Paris Fashions) *By Eva Tingey*
"How I Keep My Figure" *By 36 Noted Beauties*
"Your Jewelry & Your Personality" *By Dorothy Stote*
Daily Etiquette Hints *By Helen Decie*
Home Decoration *By Jenny Wren*
Home Handicraft *By Jenny Hirsch*
"Housewife's Idea Box" *By Rae Ribler*
"Correct English" *By Charlotte Brewster Jordan*

SPORTS FEATURES

"The Sportswoman" *By Glenna Collett*
"Today In Sport" *By Jack Kofoed*
"Sportfolio" *By W. N. Taft*
"Wearin' Out The Green" *By Walter Trumbull*
"The Listening Post" *By Walter Trumbull*

PUZZLES

Daily Cross-Word Puzzle
"Daily Puzzlette"
"Teasers"

QUESTIONS & ANSWERS

"How Do You Know You Know?"
"Who-Why-What-When-Where?"
Correct English Quiz
Daily Sports Quiz

FICTION

"Harvey Garrard's Crime" *By E. Phillips Oppenheim*
Three New Sherlock Holmes Stories *By Conan Doyle:*
"Adventure of the Veiled Lodger"
"Adventure of the Retired Colorman"
"Adventure of Shascombe Old Place"
"White Fire" *By Louis Joseph Vance*
"They Call It Love" *By Louis Joseph Vance*
The Gray Phantom Stories *By Herman Landon*
"Red Ashes" *By Margaret Pedlar*
"The Secret Way" *By J. S. Fletcher*

MISCELLANEOUS

"The War Ten Years Ago Today"—Daily Strip
"Today In Astrology" *By Belle Bart*
"Indoor & Outdoor Gardens" *By J. L. Kift*
"Character Close-Ups"—(Physiognomy)
"Matrimonially Speaking" (Humorous)
"My Success Recipe" *By Various Celebrities*
"Why I Am Not Married" *By Celebrated Batchelors and Spinsters*
"The Marriage Problem" *By Celebrated Authorities*
"My Ideal Girl" *By Noted Men*
"My Favorite Dish" *By Noted Chefs*
"When Murder Would Not Out" (60 Murder Mysteries)

NEWS FEATURES—BY WIRE

N. Y. Evening Post Combination News Service (Complete Leased Wire Service, including Foreign, Domestic & Financial News)
N. Y. Evening Post Foreign Service
N. Y. Evening Post Financial Service
Public Ledger—N. Y. Post Washington News
Political Dispatches of Raymond G. Carroll, Clinton W. Gilbert, Louis Seibold, Ray T. Tucker
Daily Sports Letter *By Walter Trumbull*
Daily Horse-Race Service *By J. B. Snodgrass*

NEWS FEATURES—BY MAIL

Daily Mirror of Washington *By Clinton W. Gilbert*
"Gotham Day by Day" *By Ross D. Whytock*
New York Theatre Letter *By John Anderson*
Music Column *By Olga Samaroff*

LEDGER SYNDICATE—POST SYNDICATE

Independence Square, Philadelphia — **75 West Street, New York**

JOHN ELFRETH WATKINS, Manager

"Over the Top" Again!

The Evening Bulletin is sold on its merits as a newspaper, no prize or guessing contests; coupons, premiums or other artificial methods of stimulating circulation are used.

The Evening Bulletin

continues to break all Philadelphia Circulation Records

560,832 Copies sold each day in March

1926 Average Sales were 537,974 Copies Daily

"That the people of Philadelphia and vicinity appreciate the efforts of The Bulletin to give them all the news of the day, as fairly, as exactly and impartially as it can be laid before them, is attested by the fact that not only has the name of The Bulletin become a household word among them but that its circulation reaches far beyond the highest point ever attained by a Philadelphia newspaper."

To the American Manufacturer and Advertising Agent:

Through this one newspaper you can reach nearly every home in and around Philadelphia at one cost.

Telling Bulletin readers what you have to sell, where it can be bought, how much it will cost—and telling it simply and truthfully and constantly, brings success.

Your advertisements are carried to the greatest number of possible purchasers in the Philadelphia market if printed in The Evening Bulletin.

Back of each purchaser of The Evening Bulletin is his or her family—a vast army of consumers.

Advertising in The Evening Bulletin is the most effective and economical form of publicity for reaching Philadelphia buyers.

The Bulletin's advertising rate (per line per thousand readers) is one of the lowest in the United States.

A page advertisement in The Bulletin costs less than one-third of a cent per copy.



"One of the family" in nearly every home.

The mass of buying in Philadelphia is done by the families of the readers of The Bulletin and the bulk of this business will come to those national advertisers who *concentrate* their advertising in The Bulletin

"In Philadelphia nearly everybody reads The Bulletin"

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephones, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations. Member Associated Business Papers, Inc.

Vol. 59 NEW YORK, APRIL 30, 1927 No. 49

Press Faithful to Government Officials Is Ideal Expressed By President

Mr. Coolidge's Notable Address Delivered to Publisher Throng Attending United Press Association's Brilliant Birthday Dinner—Candid Talk on Foreign Relations.

FOREIGN relations of the United States, principally those with Mexico, Nicaragua, and the various factions in China, were discussed by President Coolidge before seven hundred and fifty newspaper owners, editors, and publishers and other guests of the United Press Associations at the 20th anniversary banquet of that body at the Hotel Biltmore.

Mr. Coolidge led into the principal portion of his address by pointing out that the three main avenues of contact with other nations were:

The political contact afforded by the activities of the national government.

Trade and commercial relations.

The public press, especially the daily newspapers and weekly periodicals, with enormous influence in creating a situation than can bring the blessings of peace or the perils of war.

From this belief Mr. Coolidge went on to develop his thought on activities of the press which might endanger friendly relations.

"There are two attitudes which the press may take which distinctly endanger our friendly relations," the President said. "One is the constant criticism and misrepresentation of foreign people. Human nature provides sufficient distrust of all that is alien, so that there is no need of any artificial supply. The world is in far more danger from nations not trusting each other enough than from their trusting each other too much. A press which is given over to a narrow and bigoted nationalism, accompanied by misrepresentations of other countries, not only misinforms and misleads the people at home, but produces the reaction of rankling bitterness abroad. An almost equally harmful attitude is the other extreme. It usually consists of malicious and misleading partisan attacks on the conduct of our own government in its efforts to defend American rights when they are threatened or invaded in foreign countries. Our government has usually been too remiss, rather than too active, in supporting the lawful rights of its citizens abroad. But when it it proceeding with moderation, attempting by peaceful negotiation to adjust differences, defending the rights of its citizens, and maintaining national dignity, great care is necessary to give the public the exact facts and avoid the appearance of seeming to support the positions of foreign governments.

"When such an attitude becomes known in the offending country, it is widely quoted there and, when all other arguments have been answered, becomes their chief reliance in maintaining their position. It not only furnishes ammunition for our adversaries, but attacks our own forces in the rear. An American press which has all the privileges which it enjoys under our institutions, and which derives its support from the progress and well-being of our people, ought to be first of all thoroughly American."

Mr. Bickel, introducing President Coolidge, reviewed the history of the United Press and called upon two of his predecessors at the head of that organization to rise—Roy W. Howard and William W. Hawkins. Mr. Bickel's address in part follows:

"We are highly honored by the presence of the first citizen of our country, who has come from Washington to be with us tonight. No greater distinction could be paid to us. I want to thank him for coming.

"In addressing us his voice will reach not only the audience in this room, not only the millions of American people who are now listening in by radio, but groups gathered on ships at sea, and the peoples of the countries of Europe and South America. Tonight in a number of the world's capitals United Press dinners are being held—in London, in Honolulu, in Santiago. A world-wide audience is waiting to hear the words of our guest of honor. Ladies and gentlemen, here and abroad, I have the honor of presenting the President of the United States."

Music was rendered by the 72-piece band of the United States Military Academy, which sat in the balcony immediately above the speaker's table, centering on the four-starred flag which hung behind the President's chair. The four microphones before the speakers carried their words over the nation-wide red and blue hookups of the National Broadcasting Company and also over the short-wave broadcast of WGY, which was expected to be heard at sea and in far distant lands.

Mrs. Coolidge did not attend the dinner. She was the guest of honor at an informal dinner served in a private dining room which was attended by wives of officials of the United Press, and with these ladies, listened to the speeches from the ballroom balcony. The ladies who dined with Mrs. Coolidge were Mrs. Bickel, Mrs. Howard, Mrs. Hawkins, Mrs. Ruth Barton, Mrs. Hugh Baillie, Mrs. Robert J. Bender, Mrs. J. H. Furay, Mrs. John W. Vandercook, Mrs. Fred S. Ferguson, Mrs. Ray Long and Mrs. Irvin S. Cobb.

Mr. Coolidge's address follows:

"The gathering and the distribution of news have long since ceased to be a local and individual occupation. They have become identified with great organizations having their representatives in all parts of the country and their publications in every important center. This service could only be performed by a mutual exchange of the most inclusive nature. How rapid and complete has been the growth of these organizations is exemplified by the United Press, which is now celebrating its 20th anniversary. In that short space of time it has spread far and wide over North and South America and become an instrument of both national and international publicity.

"This growth and power of the press carries with it great obligations. It is axiomatic that a free press can exist only in a free country. One of the first efforts of all kinds of absolutism is to control the press and the schools as the sources of information and education of the people. Where the press is free, as it is in our country under the guaranties of the national and state constitutions, it has a reciprocal duty of its own to perform toward the administration of the government, of giving true reports to the people of the actions of public officials. To do otherwise would be to establish a petty tyranny of its own. In America the general sources of information are so numerous and on the whole so correct that any publication which constantly misrepresents very soon becomes marked as unreliable and loses its influence both for good and for harm.

"It is natural that the press should represent the character of the government under which it lives and of the people which it serves. I have come to have a profound regard for the American press because it represents America. In the accuracy of its reports, the intelligence of its comments, and the freedom of its actions, I know of no other country where it is surpassed. There ought to be a deeper realization of these conditions on the part of those who are responsible for the conduct of our press which should be reflected on their part in a more intense and genuine Americanism. If you lived under some jurisdictions your news would be garbled and unfair, your editorial comments would be dwarfed and prejudiced, your conduct would be cramped and limited.

"Because America is what it is, you are what you are. Your own independent and exalted position fully demonstrates that this country is worthy at all times of your service and your support. Whenever any section of our press turns on America and on American institutions, and assumes a foreign attitude, every informed person knows that it has fallen from the high estate which is our common heritage, and becoming no longer worthy of regard is destined to defeat and failure. No American can profit by selling his own country for foreign favor.

"The policy that our nation is trying to promote throughout the world is one of peace and goodwill based on a better understanding through justice and fair dealing. It is perfectly apparent that there are three main elements on which we rely to advance this cause.

"First is the national government as it comes into contact through its duly constituted officers with the governments and people of other countries. I doubt if the belief exists in any informed quarter that this is a belligerent government desirious of oppression or bent on conquest. Our whole history and tradition, the moderation of our military establishment and the general attitude of our people, would altogether disprove any such assumption.

"Another very important consideration



The President and Mrs. Coolidge being received in New York by Karl A. Bickel, President United Press (photographed for EDITOR & PUBLISHER).



Speaker's dias at United Press dinner, the President with U. P. officials and their distinguished guests.

is that of trade and commercial relations. While a certain number of foreign people come to this country to transact business without intending to make this their permanent home, their number is negligible and any difficulty arising from their presence here is almost unknown. They have practically every advantage and every protection that is afforded to our own citizens. Of their conduct on the whole we have had little to blame and much to praise. In the past foreign interests have had investments in this country running into several billions of dollars. Being made at a time when we had insufficient capital to develop our own resources, such investments were most helpful in building our railroads, opening our mines, and supporting our manufacturing. As we have come into the possession of surplus capital we have shown an increasing disposition to extend this same kind of service to other countries. Our people have gone abroad with their investments, their technical skill and commercial ability, to assist in opening up undeveloped countries.

"This is the natural play of the forces of civilization. It is the result of natural and commendable enterprise which carries with it the same kind of benefits and advantages to the other people which we ourselves formerly received from abroad. It is the method by which the more prosperous and improved portions of the earth help to bring these advantages to the less fortunately circumstanced. This policy is distinctly one that is in harmony with the law of service. In principle it is the method by whch stronger communities minister to weaker communities. But these operations must be carried on with justice and humanity. They must not be permitted to sink to the level of mere exploitation. They do not justify a seizure, which is virtually by force, of the natural resources of foreign countries or the failure to give fair compensation for their labor. A just attitude in these respects by Americans when they engage in enterprises abroad will do very much to determine whether our country is able to maintain the respect and friendship of foreign peoples. Unless this course is pursued, unless this attitude is maintained, all the support which our government could give would fail to make these foreign enterprises successful. Unless they rest on justice and fair dealing they are bound to fail.

"A third factor exists which is in the long run more important than any other. A condition of understanding and goodwill among the people of the earth is very largely a state of the public mind. It is almost inconceivable that nations which have maintained friendly relations should all at once find themselves at war with each other. Armed conflict arises from a long series of misunderstandings and abuses which suddenly flare up on some unexpected provocation. Open hostility does not break out unannounced. It is a growth of long and assiduous cultivation. It can not be doubted that people as a whole desire peace. They can not long secure it if they are constantly harboring feelings of hostility. It is for these reasons that the public press, especially the daily newspapers and weekly periodicals, has such an enormous influence in creating a situation that brings the blessings of peace or is fraught with the perils of war.

"There are two attitudes that the press may take which distinctly endanger our friendly relations. If they do not bring us to the verge of conflict, they are injurious to our trade. One is the constant criticism and misrepresentation of foreign people. Human nature provides sufficient distrust of all that is alien, so that there is no need of any artificial supply. The world is in far more danger from nations not trusting each other enough than from their trusting each other too much. A press which is given over to a narrow and bigoted nationalism, accompanied by misrepresentations of other countries, not only misinforms and misleads the people at home but produces the reaction of a rankling bitterness abroad. An almost equally harmful attitude is the other extreme. It usually consists of malicious and misleading partisan attacks on the conduct of our own government in its efforts to defend American rights when they are threatened or invaded in foreign countries. Our government has usually been too remiss, rather than too active, in supporting the lawful rights of its citizens abroad. That has been so long our established policy that it is rather difficult to conceive it assuming a truculent and arrogant attitude. But when it is proceeding with moderation, attempting by peaceful negotiation to adjust differences, defending the rights of its citizens, and maintaining national dignity, great care is necessary to give the public the exact facts and avoid the appearance of seeming to support the position of foreign governments.

"When such an attitude becomes known in the offending country, it is widely quoted there and, when all other arguments have been answered, becomes their chief reliance for maintaining their position. It not only furnishes ammunition for our adversaries, but attacks our own forces in the rear. An American press which has all the privileges which it enjoys under our institutions, and which derives its support from the progress and well-being of our people, ought to be first of all thoroughly American.

"Progress and civilization have always depended upon effort and sacrifice. We have set up our institutions, established our ideals, and adopted our social standards. We believe that they are consistent with right and truth and justice. We live under a system that guarantees the sanctity of life and liberty through public order and protects the rights of private property under the principle of due process of law. We have thrown every possible safeguard around the individual in order to protect him from any invasion of his rights even by the government itself. It is peculiarly an American doctrine, now usually accepted in principle if not adopted in practice by all civilized countries, that these are inalienable rights, that they ought to belong to all persons everywhere, and that it is the chief function of government to provide instrumentalities by which these rights can be secured and protected. We have adopted these ideals because we believe that they are of universal application and square with the eternal principles of right. But we may as well realize that they will not continue to prevail unless we are prepared constantly to put forth great efforts and make large sacrifices for their support.

"While we have not been willing to assume any general attitude of crusading toward other nations, and realizing that institutions can not be bestowed but must be adopted have left them for the most part secure in their right to work out their own destiny, yet we have always been willing to encourage and assist, in so far as we could in harmony with international law and custom, other people in securing for themselves the benefit of these principles and ideals. In that conflict between freedom and despotism, which is as old as humanity, and which constantly recurs in one form or another, both among ourselves and among other people, it has always been the policy of this government to extend its sympathy and, in so far as it lawfully could, its support to the side of freedom.

"These are some of the standards which it has been the policy of our government to support among its people at home and in its dealings with other nations. While it is well-established international law that we have no right to interfere in the purely domestic affairs of other nations in their dealings with their own citizens, it is equally well established that our government has certain rights over and certain duties toward our own citizens and their property, wherever they may be located. The person and property of a citizen are a part of the general domain of the nation, even when abroad. On the other hand, there is a distinct and binding obligation on the part of self-respecting governments to afford protection to the persons and property of their citizens, wherever they may be. This is both because it has an interest in them and because it has an obligation toward them. It would seem to be perfectly obvious that if it is wrong to murder and pillage within the confines of the United States, it is equally wrong outside our borders. The fundamental laws of justice are universal in their application. These rights go with the citizen. Wherever he goes these duties of our government must follow him.

"It is all right to say that when our citizens enter a foreign country they should do so with the understanding that they are to abide by the laws of that country. They should, and they do, and our government would be the last to interfere in the just application of the law of his domicile to our citizens. But this is only a partial statement of the case. The admission of our citizens within their territory is a voluntary act of foreign governments. It is a tacit invitation. When we permit foreigners to come here, and when other countries admit our citizens, we know and they know that such aliens come and go not only under the rights and duties imposed by domestic law, but also under the rights and duties imposed by international law. There is nothing unfair, nothing imperialistic, in this principle. It has been universally adopted and recognized as right and just and is the only reasonable method by which enlightened humanity can safeguard friendly intercourse among the citizens of different nations. This policy has been adopted in furtherance of the humanitarian desire for a universal reign of law.

"These principles are involved in some of the difficulties that we have recently been trying to work out with foreign nations, especially with Mexico. We have had claims against that country running over a long series of years, growing out of the death of many of our citizens and the loss of their property, running into hundreds of millions of dollars. A very considerable portion of these cases has been due to revolutionary activities and other forms of public violence. Public order has never been entirely complete in that country. But lately our difficulties have been increased by the enactment of laws by the government itself, which we feel threaten the virtual confiscation of

(*Continued on page 68*)

NOYES FIGHTS AGAIN NEWS WARS OF NINETIES

President, in Principal Address at A. P. Luncheon, Reveals for First Time to Younger Members of Organization Details of Battles Which Led to Founding of Co-operative News Body



Board of Directors of the Associated Press. Seated (left to right): Adolph S. Ochs, *New York Times;* Frank B. Noyes, *Washington Star* and A. P. president; Melville E. Stone, counselor; Frank McLennan, *Topeka* (Kan.) *State Journal. Standing:* E. H. Baker, *Cleveland Plain Dealer;* W. E. Cowles, *Spokane Spokesman Review;* Stuart H. Perry, *Adrian* (Mich.) *Telegram;* J. R. Knowland, *Oakland* (Cal.) *Tribune;* Col. R. R. McCormick, *Chicago Tribune;* William Pape, *Waterbury Republican;* E. Lansing Ray, *St. Louis Globe-Democrat;* B. H. Anthony, *New Bedford Standard;* Richard Hooker, *Springfield* (Mass.) *Republican.*

THE Younger Generation were guests of honor at the annual Associated Press luncheon on Monday. Abandoning for this year his traditional role as toastmaster, President Frank B. Noyes held forth as the principal speaker of the day and reviewed for the membership the origin and development of the Associated Press since 1850.

The program differed from any that the A. P. has presented within the memory of most present-day newspaper men. No national figure or noted guest from without the newspaper field sat at the president's right hand. No flash of gold lace or aiguilettes gleamed at the long speakers' table. The luncheon, like the two-day meeting, was strictly A. P. business. President Noyes, and Henry J. Allen, publisher of the *Wichita* (Kan.) *Beacon,* were the only speakers, and the subject of both was "The Associated Press."

Decision on this form of program was reached several weeks ago when the directors felt that the discussion among the membership on the bond and protest right issues indicated the need of information among the younger members on the origins, aims and principles of the Associated Press, and the conditions which had called into being some of the conditions over which the dispute was growing warm. President Noyes, who with Melville E. Stone, the latter absent from the luncheon on account of illness, is the only member of the group which founded the A.P. now officially connected with the organization, was requested to tell the story of the early days. His address follows:

"As newspaper men and women you are all familiar with the alacrity with which our reporters and head line writers classify any one past fifty as aged and the zest with which they will relate how John Smith, an aged man of 58, had badly jarred himself by a fall on the ice, an accident that caused his family serious concern on account of his advanced years.

"For some considerable time I have viewed with distinct alarm this fashion of news treatment, and the newspaper that I am connnected with has a strict rule that no one is to be described as aged until he had at least reached 90.

"Nevertheless it is because of this prevailing habit of thought that I am wished on you today to take more of your time than has been my custom in an attempt to make clear the controlling causes for the formation of the first cooperative non-profit making news gathering organization of national scope in 1893.

"Those who decided on our program today were impressed with the fact that of those who took part officially in the conduct of the Associated Press, the Illinois Corporation, from 1893 to 1897, the period of the great battle for a free press in this country, only two remain officially connected with the present organization—Melville E. Stone and myself, and for the benefit of a younger generation 'who know not Joseph' have asked me to tell again the story of those days.

"It should be noted that Clark Howell who was elected a director of the Illinois Corporation in 1899 is the only director other than myself of that organization now serving as director of the present Associated Press.

"To make clear the situation as respects the machinery for gathering and distributing of news in 1893 it will be necessary for me to go back briefly to a period even beyond my recollections, for it was prior to 1850 that what was known as the New York Associated Press took form.

"This was a co-operative effort of six, afterward, seven, newspapers of New York City to gather news for their common benefit. From time to time they took on clients in other cities and sections, sometimes as groups and sometimes as individuals, the relation of the New York Associated Press to the others being simply that of a vendor of news, a part of the consideration being the furnishing of news by the clients to the dominating organization. Among the subsidiary organizations with whom relations were from time to time established were the Western Associated Press (a Michigan Corporation) whose field included the territory west of the Alleghanies, the New England Associated Press, the New York State Associated Press, the Southern Associated Press and local associations in such cities as Philadelphia and Baltimore.

"This ran on until 1882 when the Western Associated Press set up the standard of revolt, refusing to longer be subjected to the absolute domination of the New York organization. The war was a very short one and an agreement followed under which the relations of the two organizations and the conduct of the joint business was entrusted to a committee of five, three representing the New York organization and two the Western association, with the former general manager of the Western association acting as general manager of the joint operations.

"From time to time competing organizations appeared and one—the United Press—gradually became really important.

"This organization must not be confused with the present United Press which is an entirely different concern.

"Little by little it became evident that the joint operations of the New York and Western Associated Presses were being conducted in a close and curious harmony with the United Press.

"The United Press was at that time headed by Walter P. Phillips, a bright and energetic man who had started his business career as a telegraph operator.

"It was evident on the surface that the United Press had access to the joint Associated Press reports and the management of the two Associated Press organizations (the joint committee) was encouraging members of their organizations to take the United Press also.

"Thus, this boring-from-within process had resulted in the thorough honeycombing of the structure of both the New York and the Western concerns and later Mr. Phillips asserted that the United Press was drawing $164,000 a year from Western Associated Press papers, relatively a very large percentage of the revenues of the United Press.

"In 1891 a crisis came when it was discovered that not only was there an agreement for the exchange of news between the joint committee of the allied Associated Presses and the United Press, but that a majority of the members of the joint committee and the general manager had become stockholders and had a financial interest in U. P. prosperity.

"The board of directors of the Western Associated Press, shocked at these disclosures, changed their representatives on the joint committee and took steps to cancel the agreements made by that committee.

"The New York organization had been so effectively undermined that within a short time it passed out of existence, the United Press superseding it entirely and its owners (the seven New York newspapers) and clients all became clients and some of them stockholders of the U. P.

"During this period prolonged negotiations had resulted in an agreement for a working combination between the Western Associated Press (which was to become the Associated Press) and the United Press, under which broadly the United Press was to control the East and the Associated Press the rest of the country.

"In this situation, in Feb., 1893, Messrs. Lawson, Knapp and Driscoll, the executive committee of the new Associated Press, an Illinois corporation which was to succeed the Western Associated Press, came to New York to execute the contract that had already been agreed upon, but were met by William Laffan of the *Sun,* who spoke for his associates, with a peremptory repudiation of the agreement and a demand that certain moneys be paid before the close of banking hours that day, in default of which, service to the West and South would be cut off. Mr. Laffan also stated that he would later advise Lawson and his associates of the terms that the United Press would impose.

"I will always remember the calm courage of Victor Lawson on that day of dismay and discouragement.

"Futile negotiations ensued, the representatives of the Associated Press being willing to pay tribute if they could preserve the independence of their organization, but finally in July, 1893, Laffan notified the Associated Press that 'under no circumstances will the United Press reopen negotiations with the Associated Press or the Western Associated Press looking to a contract for news service.'

"The issue then became clear and within a short time the battle was on.

"On the one hand was the United Press dominated and controlled by three men, only one of whom could by any possibility be properly classed as a newspaper man, this one being William M. Laffan, business manager of the *New York Sun.* Phillips I have already alluded to. The third was John R. Walsh, a Chicago banker who incidentally owned a newspaper. Mr. Walsh was an exceedingly imperious man and later his conduct of his bank brought him into violent conflict with the Federal banking laws.

"These men were backed at the outset by a solid phalanx in the East and in the South. Those in control of the Southern

Associated Press were entirely sympathetic with the United Press and later became avowed partisans.

"The Associated Press then was a stockholding corporation, but in its operation was mutual and non-profit making. Its membership (Western and Southwestern newspapers) comprised both stockholders and non-stockholders. There were only 62 stockholders while there were several hundred non-stockholding members, though at the outset many of these were in a congery of subsidiary associations of a State or regional character.

"Of the 62 stockholding members several were openly hostile and already co-operating with the United Press.

"In March, 1893, during the progress of the negotiations of which I have spoken, Melville E. Stone had been persuaded to become general manager of the Associated Press—a selection that I have always regarded as Providential and when the break came he was, in every sense, on the job.

"With the opposing forces which I have enumerated what was the issue that was to be fought to a conclusion, taking years of struggle, however, before that conclusion was reached.

"The issue was this: 'Shall the newspapers of the United States be at the mercy of a privately owned news collecting and distributing organization—at its mercy not only as concerns a money tribute but of much more importance—at its mercy as to the news received, whether it would be honest or perverted, whether it should be impartial or biased, whether it should be influenced by the interests and the opinions of its owners and the press of the United States and the people of the United States be subject to the unrestrained will of individuals or an individual so far as press association news was concerned.'

"This was indeed a thrilling battle cry and shortly the newspaper world resounded with it, for taking the aggressive the Associated Press enlarged its field of operation to include the whole United States and invited newspapers throughout the country to join in this effort to establish a mutual, co-operative non-profit making newsgathering organization that should gather for its members, and its members alone, a news report that should be non-partisan in the broadest sense, without bias of any sort and as accurate as is humanly possible.

"After the gage of battle had been thrown down, on Sept. 7, 1893, the Associated Press began its own independent service of world-wide news. Mr. Stone, having as his first activity as general manager, made a trip to England where he contracted for exchange arrangements with Reuter, Havas and Wolff and the other European news agencies allied with the three principal agencies. This in itself had been a master stroke.

"Coincident with the starting of the independent news service the assessments of the stockholding members, to whom no dividends were ever paid, were increased 30 per cent and an informal meeting of the stockholders held on Oct. 4, enthusiastically endorsed the action of the officers and subscribed to a guarantee fund, which with subsequent additions reached over $550,000 subscribed by 66 stockholders to meet deficits and in the course of the struggle $177,000 was called for and collected.

"Incidentally I may say that before these payments were made by the subscribing stockholders, 97 of the stockholders made voluntary increases in their assessments which amounted to $285,000 before the end of the war.

"I mention these contributions only to make clear that the stockholding newspapers of the Associated Press showed their faith in money as well as in words—and this is not always the case.

"The fight was at once carried into the East and almost immediately the new organization gained important adherents in that section of the country. Among the earliest recruits were the *New York Evening Post*, the *New York Staats Zeitung* and the *Brooklyn Eagle*. The *New York World* and six of the leading Philadelphia papers including the *Inquirer* and the *Bulletin* followed at once. Then



Keats Speed, managing editor of the *New York Sun* and William T. Dewart, publisher of the Sun photographed at Waldorf this week.

the crusaders reached Washington and Melville Stone, Victor Lawson and Charles Diehl explained to me what they were seeking to accomplish and from that day I became a crusader myself, an attitude that has continued to this day for I have felt that no other public service that I could possibly render was comparable in importance with doing what lay in my power to safeguard the integrity of the news report received by the newspaper with which I am connected and by our partners—the other members of the Associated Press.

"It is hard to realize after the passage of so many years the intensity of feeling at that time in newspaperdom.

"Lawson and Stone devoted all of their time in making new converts to the cause of co-operative news gathering, travelling constantly from place to place, working as they never would have worked for any private interest of their own.

"As the contest went on—for it must not be supposed that the attacking was all on one side—it could be noted that aside from three or four desertions at the outset to the United Press all the progress was being made by our organization. Day by day, month by month, year by year our membership grew and the number of clients of the United Press dwindled.

"Both sides were running under heavy deficits, the losses on our side being divided between the considerable number of stockholders who had participated in the guarantee fund and the voluntary increases of assessment and those of the United Press by the four New York newspapers—the *Sun*, the *Herald*, the *Times* and the *Tribune*—who had in pride become the real backers of the United Press. These newspapers were in fact obliged eventually to give guarantees of a continuance of service to the more important clients of the United Press.

"This process of accretion on the one side and attrition on the other went on steadily and in 1896 and early in 1897 various fruitless conferences between the opposing leaders took place but the conflict continued until April 8, 1897, when by overwhelming vote by the directors of the United Press that concern threw up the sponge, though Mr. Dana and Mr. Laffan, their heads unbowed, fiercely denounced the surrender of their associates.

"There followed a wild scramble to secure membership in the Associated Press and our officers and directors were very busy for a considerable time in clearing away difficulties. They had definitely adopted a policy that no reprisals were to be exacted and exerted themselves strenuously to the end that no established newspapers should be left outside the fold.

"In this effort they were extraordinarily successful, as a number here today can testify. The only papers of any importance that were not provided for, as I remember the facts, were the New York Sun, which remained irreconcilable and which while abandoning the sinking ship elected to float around for many years on a raft of its own construction, and the Scripps-McRae papers—these were four in number located in Cincinnati, Cleveland, St. Louis and Kansas City. Application was made for the admission of these papers, a condition being that all four should be admitted or the applications were to be withdrawn. I was one of the committee appointed to attempt to secure the election of all four as stipulated. We were successful as to three of them but Col. Nelson—who mI kept up until four in the morning trying to exhaust him into assent—would only yield for a contract for a year for the Kansas City Scripps-McRae paper and as this did not meet the requirements the whole effort failed and none of the four was elected to membership.

"Col. Nelson insisted that the Kansas City paper could not live and he was right, as afterward developed.

"I was sorry to have failed in harmonizing this situation as were many of us because of a very real affection for Milton McRae, then the active head of the Scripps-McRae organization.

"For a short time life in the Associated Press was apparently tranquil, but a very large sized cloud was just beyond the horizon. The *Chicago Inter-Ocean* had been charged with violation of the by-laws—the section in question having been upheld by the courts in several jurisdictions. Persisting in the violation the Inter-Ocean was expelled, whereupon it sought reinstatement through the Illinois courts. The decisions of the lower court and of the appellate court were in favor of the Associated Press and the case was carried to the Supreme Court of the State.

"Perhaps I should here restate what the Associated Press was in fact, though it worked through the machinery of a corporation formed for pecuniary profit—there being at that time no provision in the Illinois law for a membership corporation of an available form.

"The essence of the plan was that a number of newspapers should agree between themselves to exchange their local news exclusively with others associated in the common effort in different places and to jointly collect for the joint benefit all the news not available to any one separately.

"I have already described the character of news insisted on and that is all in substance that the Associated Press of that day was and of this day is.

"Also we insisted that we had the right to select our own associates having due regard to the individual interests of th already associated in our enterprise of the joint interest of all of us.

"On Feb. 19, 1900, out of a clear came an astounding decision by the I nois Supreme Court. Although not m tioned in the pleadings, the Illin Corporation was declared a comm carrier—apparently principally on ground that in the original charter so one had entirely unnecessarily inser a clause authorizing the erection of te graph lines—a procedure that had even been contemplated so far as any us knew. The Court held, however, th this potential power, even though une ercised, made the organization a comm carrier and that any applicant must served.

"It may well be imagined that this cision brought consternation to the ficers, directors and the rank and file the organization. For a time confusi reigned.

"Suits were filed to compel the A sociated Press of Illinois to render servi to non-members. Counter-suits we threatened by members in other states their contract rights were invaded.

"With this situation came an annu meeting of the stockholders.

"A number of us believed that we cou form an organization in another state a under the protection of law preserve o essential rights.

"Accordingly, two of the directo whose terms expired refused re-electi and Melville Stone resigned as gener manager.

"After a most exhaustive investigati and after taking an enormous amount legal advice from the leaders of the b throughout the country, we formed t present organization and invited all mer bers of the Illinois Corporation to join in the new venture, assuring them that far as was legally practicable we wou give them the same status that they ha in the older organization.

"The response was practically unan mous and the New York membersh corporation began on Sept. 30, 1900.

"During the years since that date the have been only a few events of reall great interest even to newspaper men.

"Several legal assaults have been su cessively repelled.

"For years Melville E. Stone insiste that on a proper presentation in the court the open and avowed appropriation of ou news could be stopped and we won c his contention from the lower courts the Supreme Court of the United Stat and misappropriation of our property now forbidden by injunction.

"And now it is for us to conside whether all this struggle, all this effo has been and is worthwhile. Were th newspaper men of 1893 justified in be lieving that the thing of first importanc to them and the country was to guard th purity of their news supply through co-operative organization in which mem bers of every shade of opinion woul necessarily be critics and any partisanshi or bias shown in the report sure of ster rebuke? Were they right in insisting tha newspaper men, members of the organiza tion, from every section of the countr should be directors, trustees for our com mon interests?

"Have your directors—and in th passage of years I have served with 7 of them—been justified in so construin their obligations to you, that to atten the meetings of the Board and the Execu tive Committee consumes from one to tw months of each of their years?

"Has your news report been a fair an honest one and has it been a true one when decent allowance is made for th occasional human error?

"And most important of all these ques tions, were we right in 1893 and have w been right in the years since then in ou conviction that a dominant privately owned news-gathering and distributin agency would be a menace beyond word to the welfare and the safety of press an people? Leaving aside the question of a bad man, of a sinister control, would we today give any man, the best man, un restrained control of our life blood, our news supply, free to impose with long time contracts what money tribute he

(Continued on page 58)

A. P. BOND ALLOTMENT IN COMMITTEE'S HANDS

Protest Rights Will Also Be Determined by Six Who Have Handled Both Sides of Dispute—Conference Between Noyes and Neylan Leads to Adjustment Without Floor Discussion

MEMBERS of the Associated Press in annual convention this week unanimously adopted a resolution providing for appointment of a committee of six to recommend a plan for "an equitable allotment of bonds" and to consider the question of protest rights.

As named by Frank B. Noyes, publisher of the *Washington Evening Star* and A. P. president, the committee members are: Mr. Noyes; Adolph S. Ochs, publisher of the *New York Times;* Maj. Robert McLean, publisher of the *Philadelphia Bulletin;* John Francis Neylan, publisher of the *San Francisco Call;* Col. Robert Ewing, publisher of the *New Orleans States;* and Arthur H. Vandenberg, publisher of the *Grand Rapids* (Mich.) *Herald.*

The first three members of the committee listed above were the same three who had been appointed last May by the directorate to investigate the bond situation, while the last named three were members of a self-appointed proxy committee, who, during the past year had been leading a campaign for what they termed "the mutualization of the Associated Press."

Representatives of both factions greeted the adoption of the resolution as a most happy armistice. Just prior to appointing the committee of six, Mr. Noyes said:

"I want to say, gentlemen, that this is the happiest day in my life."

Mr. Neylan, taking the floor to move for adoption of the resolution, declared in his opinion that appointment of the committee was the most practical manner of solving these two very important questions.

"I have studied both questions rather thoroughly," he said, "and am convinced that this committee, when it has devoted itself to the subject, will find no insuperable obstacles, and that at the end of the year at the next annual meeting, if not before, as provided in the resolution, we will be able to come here and present a report on which the entire membership can unite and adopt so that this great institution may go on and fulfill its destiny."

In a statement to EDITOR & PUBLISHER, Mr. Ochs reiterated an opinion he had previously expressed to the effect that argument and discussion among A. P. members was wholesome and to be encouraged.

"I view the whole discussion as very valuable," Mr. Ochs said, "because it creates and maintains interest in the Associated Press. Discussion is always a wholesome sign. The result of the discussion now terminated was the natural outcome. I am very happy at the solution."

Mr. Noyes commented to EDITOR & PUBLISHER on the "harmonious spirit" of the organization.

"I always had a feeling," he said, "that the Associated Press would meet this or any other eternal problem in the proper spirit. This has been a delightfully harmonious affair."

J. R. Knowland, publisher of the *Oakland Tribune*, presented the resolution, the text of which follows in full:

"WHEREAS, The Board of Directors has had under consideration the situation in regard to the outstanding bonds of the Associated Press carrying voting privileges, and has found the distribution of the same to be, by reason of changed conditions, increasingly disproportionate; and

"WHEREAS, The Board has submitted to the membership a report of its committee on the subject with a resolution adopted by the Board in relation thereto; and

"WHEREAS, It is advisable that said report and resolution and the matters therein discussed should be further considered; and

"WHEREAS, It is advisable that for like reasons the subject of protest rights shall be brought under review with the object of adjusting the same in a manner which shall be for the best interests of the entire membership.

"NOW THEREFORE BE IT RESOLVED:

"(1) That the President do appoint a Special Committee on bond and protest rights to be composed of six members of this corporation, of whom the President himself shall be one, to which committee there shall be referred in their entirety the several subjects mentioned in the preamble of this resolution (including the report made to the Board by its committee and the resolution adopted by the Board in relation thereto) with full authority to investigate and make report concerning the same, and to recommend to the Board of Directors and to the membership such action as should in its judgment be taken, whether by amendment of the by-laws or otherwise.

"(2) Said committee shall make report, as soon as may conveniently be done, to the Board of Directors and also to the membership in special or regular meeting assembled, but in no event later than the next regular annual meeting of the corporation.

"(3) The committee shall obtain the opinion of counsel for the corporation in regard to the legal aspect of any action that may be recommended by it.

"(4) Should a vacancy on said committee occur by reason of death, resignation or like cause, the President shall have the power to fill the same by appointment.

Mr. Noyes and Mr. Neylan met together last Saturday in New York and reached an agreement resulting in the resolution published above, which differs slightly from that appearing exclusively in EDITOR & PUBLISHER of April 23. The meeting between the two began early Saturday evening and did not adjourn until four o'clock on Sunday morning. At this meeting it was agreed that there would be no discussion on the floor of the convention over either the bond vote or the protest right. Consequently the procedure was a cut-and-dried affair.

After Mr. Knowland had presented the resolution, Mr. Neylan rose to urge its adoption, asking all in the room to do nothing to complicate the present situation.

"For the first time in my life and only with the belief that I am doing it for the best interest of the Associated Press, I am going to request everybody to refrain from discussion of the resolution," was the way Mr. Neylan concluded his address.

The text of Mr. Knowland's address in presenting the resolution follows in full:

"In pursuance of the report of the board of directors and the resolution proposed by that body dealing with the question of bonds and further in consideration of the widespread interest manifested by the membership in the question of protest rights, this resolution is presented.

"It emanates from a conference between members of the board of directors and the proxy committee whose minds have met and who have unanimously recommended this as the most practical method of considering these important questions where they may be accorded the most careful and judicial consideration by the appointment of a representative committee on the part of the president of this organization.

"It is recognized on all sides that these

(*Continued on page* 66)



Photographed for EDITOR & PUBLISHER

The Associated Press committee appointed by President Noyes to recommend a plan for equitable allotment of bonds and consider the question of protest rights. Left to right (seated): Adolph S. Ochs, *New York Times;* John Francis Neylan, *San Francisco Call;* Frank B. Noyes, *Washington Star;* Col. Robert Ewing, *New Orleans States.* (Standing): Arthur H. Vandenberg, *Grand Rapids* (Mich.) *Herald;* Robert McLean, *Philadelphia Bulletin.*

NOYES' RE-ELECTION ENDS HARMONIOUS MEE

Publisher of Washington Star Starts 27th Year as A. P. Chief—Hooker, McCormick, and Kirkwoo New Directors—Pape and Thompson Vice-Presidents

FRANK B. NOYES, publisher of the *Washington Evening Star,* this week started his 27th year as president of the Associated Press, his re-election ending one of the most harmonious meetings of recent A. P. history. Storm clouds which threatened to break over this year's annual meeting were dispelled following an eleventh hour conference between Mr. Noyes and John Francis Neylan, chairman of the "mutualization" proxy committee, at which it was agreed that the bond and protest right controversy should be placed in the hands of a committee of six and no dispute or argument allowed on the convention floor.

The spirit of harmony manifest at the convention proper was carried over to the first meeting of the new board of directors held at A. P. headquarters on Tuesday afternoon, when two of the defeated candidates for position on the directorate were elected vice-presidents.

These two were Frederick I. Thompson, publisher of the *Mobile* (Ala.) Register, named first vice-president, and William J. Pape, *Waterbury* (Conn.) *Republican,* second vice-president.

In the voting for directors held late Monday afternoon the race between Mr. Pape and Richard Hooker, *Springfield* (Mass.) *Republican,* was particularly close, with Mr. Hooker polling 1,960 votes compared with 1,880 tallied by Mr. Pape. Before voting started it was rumored that the proxies gathered by the mutualization proxy committe in anticipation of the bond and protest right controversy which failed to materialize were to be thrown to Mr. Pape. There was no way of telling whether or not this was done. The winner, however, was generally recognized as the administration candidate.

Mr. Hooker's election was to fill the one year's unexpired term of the late Charles Hopkins Clark, editor and publisher of the *Hartford* (Conn.) *Courant.*

Votes were also cast to elect five five-year term directors. In this balloting, the defeat of Mr. Thompson of the *Mobile Register,* was viewed with considerable alarm by southern members of the Associated Press, who felt that they were being deprived of a representative of the board. Mr. Thompson was up for re-election and upsets such as happened this year rarely occur. R. R. McCormick, *Chicago Tribune,* was elected to Mr. Thompson's place, and, since Mr. McCormick was vice-president last year the election amounted simply to an exchange of titles.

Of the ten candidates to fill the five-year term, the following, in addition to Mr. McCormick, were elected: W. H. Cowles, *Spokane Spokesman-Review;* Frank P. MacLennan, *Topeka* (Kan.) *State Journal;* E. Lansing Ray, *St. Louis* (Mo.) *Globe-Democrat;* and L. R. Kirkwood, *Kansas City* (Mo.) *Star.*

The executive committee re-elected on Tuesday, includes President Noyes, Adolph S. Ochs, *New York Times;* Clark Howell, *Atlanta Constitution;* Mr. Ray; Robert McClean, *Philadelphia Bulletin;* and Benjamin H. Anthony, *New Bedford* (Mass.) *Standard.*

A resolution expressing sympathy for those in the flood was passed by the A. P. members on Tuesday. It was introduced by Jesse H. Jones of the *Houston* (Tex.) *Chronicle,* and read as follows:

"WHEREAS the high waters and overflow from the Mississippi river and some of its tributaries are at this time causing great loss of life and property, and

"WHEREAS the suffering and destitution so occasioned is fully realized by those in attendance at this meeting.

"BE IT RESOLVED that the sympathies of the entire membership of the Associated Press be extended to those so seriously and tragically affected, and that these resolutions be spread upon the minutes of this meeting and conveyed through the press."

An effort to cancel the morning membership of the *Louisville Herald-Post* in the Associated Press made by the *Louisville Courier-Journal and Times* in a complaint filed with the board and members of the Associated Press was unsuccessful. The case did not reach the membership on the convention floor because of the action of the board in promptly dismissing the complaint.

Judge R. W. Bingham, of the *Courier-Journal and Times,* had sought to have the morning membership held by the *Herald-Post* revoked on the ground that the newspaper published by James B. Brown had discontinued its morning edition.

"We had not discontinued our morning paper," George R. Newman, general managing editor of the *Herald-Post,* said this week to EDITOR & PUBLISHER following the settlement. "We had merely limited our operations in the morning field. W were printing one edition in the hours fined for a morning publication and were delighted to consider with the boa the sufficiency of our publication. A co plete and satisfactory understanding w reached by us with the board.

"The A. P. board of directors wou not entertain the idea that the cancellati of our membership sought by the *Couri Journal and Times* be considered by me bers of the Associated Press, especia in view of the fact that no complaint w being made against the *Herald-Post* the board."

The *Herald-Post* was represented b fore the board by Ben Seelig Wash vice-president and attorney for t *Herald-Post,* and George R. Newma managing editor. The *Courier-Journ and Times* were represented by Eman Levi, vice-president and general manag and Brainard Platt, assistant to the vic president.

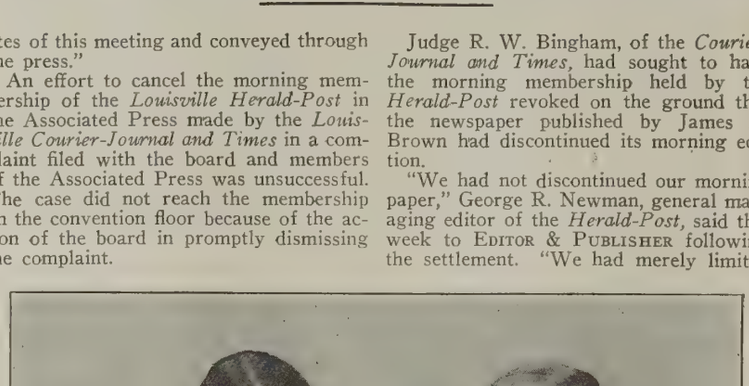
About a score of evening newspap members with Sunday morning editio appeared before the board of directors Tuesday afternoon seeking a readjustme of their assessments. They were head by Senator Thomas Reese, publisher the *Springfield* (Ill.) *State Register.* was their contention that the rate was t high.

When the board explained to them t principle on which the assessment w based, the majority appeared to be sati fied and the appeal was dropped.

The entire A. P. meeting, which h drawn a record attendance of nearly 6 members to New York in anticipation heated debate and a vote on the bo question, proved to be a tame and qui affair. After the request of Mr. Neyl that all attending refuse to discuss t question from the floor and the unanimo adoption of the resolution calling for a pointment of the committee of six, t convention died quickly. Only a corp ral's guard were on hand for the seco day of the convention, Tuesday, when r sults of the election were announced.

Although Mr. Noyes had issued a sp cial appeal to the membership to come the convention and hear both sides of t bond story, some of the surprise whi followed the abrupt ending of the contr versy was averted by the publication EDITOR & PUBLISHER of April 23 of t tentative resolution drawn up by the boa of directors and only modified slight before adoption.

The modifications were a change in t membership of the committee from 10 six, and an additional paragraph bringi in consideration of the protest rights.



Ben Seelig Washer and George R. Newman of *Louisville* (Ky.) *Herald Post.*

A. P. MEMBERSHIP 1,228, WIRE MILEAGE TOTALS 114,000, DIRECTORS REPORT

Members Asked to Express Opinions on Value of Advisory Board—Kent Cooper Describes Outstanding News Feats of A. P. Men

MEMBERS were called upon to express their opinions as to the value of the advisory board of the Associated Press in the annual report of the A. P. board of directors made public this week.

The board called attention to a feeling which it said existed that if the advisory board continued to function "it would only duplicate the work of the state associations."

Kent Cooper, general manager, made a report this year, the first time that the management has reported directly to the membership.

The report of the board of directors follows:

The Associated Press during 1926 had a normal, healthy growth in membership and the plans outlined for extension of and improvement in the service have been carried out by the management.

The total membership on Jan. 1 of this year was 1,228 as compared with 1,206 in 1925. The total wire mileage was 114,000 as against 111,000 in 1925.

The report of the general manager, which is herewith transmitted to the membership and made a part of the permanent records, gives in more detail the progress made during the year.

In the report of a year ago the board appealed to the membership for greater interest in and activity toward the development of the work of the association. It is more than ever obvious that without the interest and loyalty of the members of the organization an excellent staff will find discouragement.

In conformity with the resolution of the annual meeting a year ago respecting advisory boards, the board has received reports from the chairmen of the advisory boards. The work of the advisory boards is to be highly commended, but the board records the fact that there have been some expressions, including expressions by members of the advisory boards and others, that the excellence of the State organizations with their State meetings has created some feeling that the advisory boards, if they continue to function, would only duplicate the work of the State associations. The Board of Directors has no recommendation to make to the membership respecting the continuance of the advisory boards, but it believes each member of the advisory boards would welcome a general expression from the membership in the annual meeting as to whether they should be continued.

Respectfully submitted: Frank B. Noyes, Adolph S. Ochs, Clark Howell, W. H. Cowles, Elbert H. Baker, F. P. MacLennan, H. V. Jones, E. Lansing Ray, B. H. Anthony, Stuart H. Perry, F. I. Thompson, Robert McLean, J. R. Knowland, Walter A. Strong.

The report of Kent Cooper as General Manager was as follows:

To the Board of Directors:

The staff and membership during 1926 together brought a year of successfull achievement in this co-operative endeavor at covering the news of the world. The work of the staff, with a

(*Continued on page* 60)

TO HOLD FLOWER EXHIBIT

Employes of New York Sun Club Wi Compete for Prizes

The Sun Club, an employe organizatic of the *New York Sun,* has arranged hold an exhibition of Spring flowers the Sun Parlor at 280 Broadway in mi June.

Special prizes will be offered to clu members who live in the suburbs ar have flower gardens or greenhouses, ar who display the best specimens of the own cultivation, whether they be cut pot flowers.

There will be prizes for the best sing specimens, the best baskets of flowers an also for photographs of the best designe gardens of flowers.

After the judging, the flowers will b sent to hospitals.

VOTING ADVERTISING TAX

Citizens of Galveston will vote May 1 on a proposed charter amendment whic would authorize an advertising tax, t promote nationally the Texas port an resort city. The proposed levy is on cent on $100 property valuation.

A. N. P. A. LAUNCHES NEW WAR ON PRESS AGENTS

Decision to Enlarge Information Service Follows Withering Attack by Thomason—Bryan and Other Officers Re-elected—Newbold Heads Bureau of Advertising

By PHILIP SCHUYLER

MEMBERS of the American Newspaper Publishers Association took steps this week to strengthen their campaign against the ubiquitous press agent.

A new plan for expanding the bulletin service of the organization in order to keep the membership more fully apprised of proposed raids on newspaper news columns will be put into operation, it was announced on Thursday afternoon after S. E. Thomason, publisher of the *Tampa Tribune,* had delivered a stirring and satiric attack on the press agent from the convention floor.

Details of the expansion were withheld, but it is understood that the adopted proposal will furnish A. N. P. A. members with individual information on press agent activities. A newspaper will be notified, for example, when headquarters office discovers a press agent story which is being run in the news columns and which should be paid for in order to assist the publisher in buying more legitimate news and features and thus build up increased reader-confidence in his paper.

The convention was brought to a close on Friday afternoon with the re-election of John Stewart Bryan of the Richmond (Va.) *News-Leader* as president; Edward H. Butler, *Buffalo Evening News,* vice-president; George M. Rogers, *Cleveland Plain Dealer,* secretary, and Howard Davis, *New York Herald Tribune,* treasurer.

Mr. Bryan appointed Fleming Newbold of the *Washington Star* to serve as chairman of the committee in charge of the Bureau of Advertising of the A. N. P. A., succeeding William F. Rogers, *Boston Transcript,* who has held the position for the last eight years. Mr. Newbold is a former chairman of the same committee, having held the post just prior to the election of Mr. Rogers. A vote of thanks was given the Transcript man who served ably and whose retirement was accepted with regret.

A resolution introduced by Marcellus Murdock, *Wichita Eagle,* was passed unanimously endorsing the work of the postal committee of which Jerome D. Barnum, *Syracuse Post Standard,* is chairman, and urging the Congress of the United States to relieve the publishers of oppressive postal rates by a return to the 1920 rates. The same resolution also urged the enactment of a measure providing for a new classification in the mails for shipment of newspapers by bundles.

Another resolution was passed empowering the general manager and agency committee chairman with the right to expend money for the investigation or prosecution of debtor members to the association.

Mr. Thomason's speech attacking the press agents and calling upon members to encourage their staffs to greater vigilance was one of the high spots of the entire convention.

One rule for every publisher to follow was thus expressed by Mr. Thomason:

"If anything comes in free from an outsider, throw it away. If a story is worth printing in a newspaper it is worth paying to get."

Mr. Thomason began his speech with a humorous reference to the proposed "Academy of Public Relations Experts," the organization of which is now underway in New York led by E. L. Bernays.

"The press agents held a meeting in New York the other day and are attempting to organize," he said.

"I understand that each and every press agent had his face massaged before he attended the meeting in order to keep it straight. Obviously it wouldn't have been proper for a press agent to crack a smile while a code of ethics was being formed.

"It is said that the press agents are continuing their organization plans in New York, but it is also rumored that there is some delay because a few have been unable to get their faces straight again."

After this opening sally, Mr. Thomason became serious, describing the free publicity problem as "one that goes more thoroughly into the guts of the newspaper business than anything else we have to discuss at these meetings.

"There is no other subject closer to our belts than this one," he said.

"If the press agent can continue to promise to prospective advertisers advertising of equal linage at a third the rate of legitimate paid space, and deliver the goods in clippings to his boss, we may as well wave goodbye to our revenue and make up our minds that reader confidence in our newspapers is doomed."

There was considerable laughter on the floor when Mr. Thomason read clippings from some of the most important newspapers in the country to show that the press agent was not able only to hoodwink the country editor.

He read examples of press agentry in the *New York Times,* the *Boston Globe,* the New York Herald Tribune and other newspapers.

The publicity in the Times cited by Mr. Thomason was for carbonated beverages. After he had concluded his speech, Louis Wiley, business manager, rose and expressed the belief that the story read by Mr. Thomason had been received by the Times over the wires at press rates and had been paid for by the newspaper at regular column rates.

Other examples of press agentry read by Mr. Thomason were promoting prunes, celotex, oranges, automobiles, and radio.

Mr. Thomason ended his speech with a recent personal experience. On the Tampa Tribune, he said, when he first became owner he found that an average of seven columns of free publicity was being carried each day. He cut it all out, and, instead of being condemned by his local advertisers, received their praise.

The morning session of Thursday was devoted to labor discussions during which the two schools of thought, the closed and open shop, were represented in reports and addresses from the floor. The whole tone of the discussion, it was explained to EDITOR & PUBLISHER afterwards, was plainly indicative of a general harmonious relationship between the men who publish and the men who print the newspapers of this land.

One promised action of the A. N. P. A. which developed out of the discussion is a survey of the press rooms of the leading metropolitan dailies in an effort to solve the press crew question which has long been a source of argument between members of the body.

This step is in line with a comprehensive codification of available union labor data, which has been started by Harvey J. Kelly, chairman of the special standing committee at Indianapolis, and which now is declared to be well underway. The purpose of this collection and classification of labor data is in order that members of the A. N. P. A. will have at their disposal a complete reference and information bureau for executives looking for assistance in local negotiations, it was explained.

The proposed survey of metropolitan press room crews was suggested when a member from the floor expressed the belief that the crews employed by the Boston Globe, a well known closed shop, were "far too large."

In reply, Charles S. Taylor, of the Globe, said the crew of seven men to each sextuple press included everybody, even fly-boys, packers, carriers, etc. Then it was that instructions were given for the survey of the eight or 10 larger cities in order to find out, if possible, of how many a crew for a sextuple press unit should consist. In addition it will be the purpose of the survey to obtain figures on the cost of labor for the different types of presses represented, a comparison, which, it was said, has never before been attempted.

After the morning session, Mr. Taylor said that his relations with the union had been most agreeable.

"In 40 years," he declared, "there has been only one illegal strike and no official strike in Boston.

"Personally, I would rather deal with an organized body in the mechanical trades. Of course Boston is a great union center. We get along very comfortably with organized labor there, the publishers having arbitration agreements with all but one union."

Crusaders for the open shop plan were Charles A. Webb, *Asheville Citizen,* who is chairman of the open shop committee; Col. Robert Ewing, *New Orleans States,* and Leonard K. Nicholson, *New Orleans Times-Picayune.*

It was on Thursday morning also that Victor F. Ridder of the New Yorker *Staats-Zeitung and Herold* delivered his report as secretary of the committee on printing trade schools.

Others who joined in discussion of labor topics included: Edward J. Fehn, *Evansville* (Ind.) *Courier-Journal;* E. J. Lynett, *Scranton Times;* Philip Baldwin, *Newark* (N. J.) *Sunday Call.*

The resolution which makes it possible for the association to act as a body in the prosecution of bad agency accounts represents a new departure in A. N. P. A. practice. The association prosecutes many cases for members, but hitherto the cost has been borne exclusively by the publishers concerned. The resolution passed this year authorizes a fund of not in excess of $1,000 "for the purpose of investigating or prosecuting debtors to the association."

The full text of the resolution reads as follows:

"RESOLVED, That when the chairman of the advertising agents' committee and the general manager may conclude the interests of the membership require the expenditure of money for the purpose of investigating or prosecuting debtors to members of the association, and when other funds are not available for that purpose they may be authorized to draw for this purpose on the funds of the association up to but not in excess of $1,000 a year."

(*Continued on page* 19)

CALLED HOME BY MISSISSIPPI FLOOD



The imminent flood danger at New Orleans forced the return of James M. Thomson (left), publisher, *New Orleans Item-Tribune,* and Arthur G. Newmyer, associate publisher, even before the conventions opened this week. Photograph taken in New York before their return.

PUFFERY A MENACE TO ADVERTISING GROWTH

"New Competition" an Obstacle in Developing Certain Types of Newspaper Accounts States A.N.P.A. Bureau of Advertising in Annual Report—Associations Are Chief Prospects of Press Agents



A. N. P. A. Bureau of Advertising group. Left to right (standing): F. Guy Davis, Chicago manager; W. C. Flad, Jr., New York office; Thomas S. Moore, associate director; Allen B. Sikes, New York office; (seated): David B. Plum, *Troy Record*; W. F. Rogers, *Boston Transcript*; William A. Thomson, director of the Bureau. Mr. Rogers is chairman of the committee in charge.

ATTENTION of editors and publishers was called to "press agent competition" in the annual report of the Bureau of Advertising of the American Newspaper Publishers Association adopted this week by the committee in charge meeting at Bureau headquarters on April 25. Free publicity was described as "an obstacle in the way of developing certain types of newspaper advertising."

"The continued willingness of editors to give free space to advertisers who employ press agents has paved the way for actual competition between the press agent and the advertising solicitor." The report stated Advertisers, particularly associations advertising certain industries, are constantly approached by press agents who tell them they are unwise to spend money in legitimate newspaper advertising when they can obtain at the cost of a press agent's fee news column publication of promotional material.

Frequently these representations lead the advertiser to buy advertising in mediums other than newspapers and to employ a press agent to raid the columns of the dailies.

"The confident expectation of some advertisers in this direction may be found in the fact that at least two of them have complained to the Bureau that the halftone illustrations accompanying their press material were not printing well in newspapers. One of the advertisers offered this as a reason for not using newspaper advertising more frequently."

William F. Rogers, *Boston Transcript*, is chairman of the committee in charge of the Bureau. William A. Thomson is director and Thomas Moore associate director. Membership in the Bureau remained stationary last year at 366 newspapers. The organization had a total gross income of $99,318.30 and a total expense of $97,870.72. Activities during the past year of the Bureau were notably active as shown in the annual report herewith reproduced in full:

To the President and Members of the American Newspaper Publishers Association:

Your Committee in Charge of the Bureau of Advertising submits herewith its fourteenth annual report.

Estimates prepared by the Bureau indicate that newspaper national advertising in 1926 totaled $235,000,000, compared with $220,000,000 in 1925. This represents in increase of 6.7 per cent.

Reports of linage submitted by the membership suggest that Bureau members again averaged slightly better in national advertising than the general field. Sixty per cent of the membership reported to the Bureau their monthly volume of national advertising. An analysis of these reports discloses that the average volume of Bureau members showed an increase of more than 10 per cent in 1926 over the rpevious year.

The Bureau completed its fourteenth year of service with many indications of growth in usefulness and influence. Through its three offices in New York, Chicago and San Francisco, its representatives were in constant touch with national advertisers and agencies presenting the cause of the newspaper medium or responding to requests for help. Its activities covered a wider range than ever before.

The Bureau's custom of holding in confidence details of its daily work is well known to the membership. Your Committee, however, continues to keep itself informed personally and through written records of the organization's activities which are kept on file in the Bureau's three offices and are open to the individual inspection of Bureau members.

An analysis of these records shows the Bureau to have been in active touch with a long list of national accounts and, in many instances, the agencies handling the accounts. Each office covered its field to the limit of its capacity. Direct evidence continued to come to your Committee of the Bureau's constant influence in creating and conserving newspaper advertising.

It is, of course, understood that many factors enter into the development of advertising and that the Bureau's work is one of pure promotion. The result of much of its effort can never be measured. It is interesting, however, to observe that a surprisingly large percentage of the accounts on which the Bureau worked during the past year have shown an increase in the use of newspaper advertising.

For example, a study of 141 accounts on which figures are available showing newspaper expenditures in 1925-26 and on wh ch a record of Bureau solicitation exists, discloses the fact that 71 of these newspaper advertisers used $37,826,000 worth of advertising in 1926 compared with $22,830,000 in 1925, a gain of $14,996,000. Twenty-seven of the accounts in question showed that the previous average of expenditure was maintained in 1926.

Aside from this general picture, Bureau records contain at least 50 instances during the year where the Bureau's efforts to develop or conserve advertising were definitely rewarded. On occasion an advertiser makes a point of acknowledging the effectiveness of Bureau work. For example, the following letter is quoted from an advertiser for whose account an aggressive competitive fight was made:

"Our directors finally decided to make a test campaign in newspapers and the information which you submitted had a great deal to do with the decision."

That the impartial character of the Bureau's work in behalf of all newspapers places it in an advantageous position with national advertisers is indicated by the following comment from an officer of one of the growers' associations:

"It seems to me that the newspapers have in your organization a most valuable instrument for bringing about a widespread and intelligent understanding of the proper use of newspapers by advertisers. The very impartiality of your

(*Continued on page 62*)

AS "E. & P." STAFF PHOTOGRAPHER SAW SOME CONVENTION-GOERS



aymond Gunnison, *Brooklyn Eagle*, tells a good story, or Gen. Mortimer D. Bryant, his fellow Brooklynite (right) is due to be disappointed.



W. H. H. Neville, advertising manager, and Rowe Stewart, publisher of the *Philadelphia Record*, take this photography business in all seriousness.





o of the many interesting visitors to the studio during the week were A. Rowley, *Ashtabula Star-Beacon*, and S. P. Weston, without whom no A. N. P. A. session for 30 years has been complete.



All the ivories flashed before the arc lights when photographer Jack Price chirped "Smile, now!" at W. W. Hawkins and Roy W. Howard.



nity personified in the countenances of E. J. Hayes and B. H. Anderson, *Charleston* (W. Va.) *Mail*.



Hoosiers swapped yarns and smokes when A. J. Wilhelm, *Huntington* (Ind.) *Press*, met E. J. Treffinger, *Richmond* (Ind.) *Item*.

RITCHIE ASKS REVIVAL OF "PARTISAN PRESS"

Governor of Maryland Says Newspapers Should Awaken Slumbering Political Consciousness of U. S —Vincent Massey Also Speaks at Brilliant Bureau Banquet

A PLEA for a return of the press to political leadership was sounded by Gov. Albert C. Ritchie of Maryland, addressing the annual dinner of the Bureau of Advertising of the American Newspaper Publishers Association at the Waldorf Astoria Hotel on Thursday evening.

He deplored what he called the passing of "the old style partisan organ," and asked if it wasn't true that "politics is coming to be treated too much as a source of news only, and too little as a vital factor in our organized life."

"I suppose," the Governor ventured, "the answer may be that politics in the concrete and politicians in action, exhibiting their strength and their limitations, are news, while politics in its broader aspects is not.

"Yet if the average man is to be aroused to a consciousness of the importance of the political foundations which underly the whole social structure, if he is to be stimulated to sound political thinking, there is no effective agency to do it comparable to the press."

"I hope," the speaker concluded, "you will not regard it only as oratorical if I end by appealing to the press of the nation, not necessarily to preach and teach abstract politics, but as the most effective agency there is to assert and exert its enormous power of publicity in an endeavor, through selection, direction, creation and emphasis to reawaken this slumbering political consciousness of our people."

Another speaker at the brilliant Bureau banquet was Vincent Massey, the first Minister to this country from Canada. He spoke on economic conditions in the Dominion.

Toastmaster at the banquet was Marcellus Murdock, publisher of the *Wichita Eagle*.

A dash of humor was given to the affair by Sir Donald Campbell, introduced as editor of the *Glasgow* (Scotland) *Herald*.

Nearly 1,000 people attended, so large a gathering that tables were placed in the balcony of the Waldorf ball room.

In his address, Gov. Ritchie said in part:

"We are facing the constantly changing problems of a constantly changing world.

"In the field of business, we see an amazing growth and revolutionary changes. If the fundamentalists worry about religion, it is still true that the teachings of Darwin and Huxley have not introduced into our every day civilization the infinity of problems which have followed the discoveries of Watt and Franklin.

"In the Old World Mussolini prescribes for labor a charter of liberty which in some of its features is more like industrial servitude, while in this country through public opinion and enlightened self interest the workingman is developing his own charter of liberty, which is being shaped and directed by forces and factors constantly operating.

"In agriculture the problems presented by one who buys in a protected market and sells in the world market in competition with lower cost producing countries, cannot be belittled or ignored. We cannot blame them much longer on rural inertia or lack of organization or on merciless economic laws, and let it go at that.

"In world affairs we are playing a more and more dominating part, and as the creditor nation of the world and perhaps soon its international banker we are daily building bonds of union with other lands which are now shaping and must presently decide our ultimate international policies and relations.

"To newspaper men, like Solomon of old, there may be nothing new under the sun. Yet here we are in the midst of fermentation and revolution in almost every department of life. Read a work like Mark Sullivan's—that fascinating picture of these very days in which we live, and you are startled to see how nothing is old and that everything turns new with each recurring decade.

"The patterns of our social fabric seem almost as changeable as a woman's raiment. The greatest builders of all time, we do not hesitate to tear down tomorrow what we build to-day. Our economic structures and activities are constantly undergoing transformations and reorganizations that go to the very heart of old relationships and objectives. Applied intelligence and trained reason of the highest order are constantly searching for improvement, for new ways and new values. The brain of man was never so active nor so efficient.

"Yet in the midst of all this concentrated drive of brain and energy, politics in its fundamental and larger aspects seems to be regarded as relatively inconsequential. It is something to smile about or be bored about, to shout about or fight about, but not to think about.

"Its meaning and significance no longer grip the hearts and minds of the public. People do not pause to think what may be the relation of American political institutions to problems which concern them as intimately as those I have sketchily suggested—business, labor agriculture and world affairs, as well as an infinity of others.

"For the time at least the national disposition seems to be to regard questions of this kind as essentially economic and to leave politics to the politicians—unless perchance politics can confer some special boon. We regard talk about political philosophy simply as platform fulminations and look on practical politics as a sort of hypocritical craft that appeals chiefly to second rate men and to seekers after office. Thanks perhaps to the sporting impulse of the times, the masses incline to look on politics as a game between combatants rather than a fight for principles.

"As I try to understand the forces and cross currents of the hour, this shift of interest away from politics and political thinking in their larger aspects seems to me an outstanding and perhaps an ominous fact.

"Our civilization and all its superstructure rests on a political basis. The character and stability and integrity of our political edifice is of first importance, and for a people to forget that means real danger. It is not easy to avoid platitudes in discussing the subject, and yet one can hardly watch the play of economic laws and conflicts, or the startling diversities of our national life, without realizing the need for a reawakening of political interest and the application of political principles to the new perspectives, the new objectives, the new meanings of the day.

"Personally, I might call myself a political fundamentalist, and yet I know that in politics we all talk rather glibly about eternal principles and the wise and enduring pronouncements of the fathers. After all, in State-craft, as well as in other things, it is the experience of the past rather than its dogmas that have the most value. Even the fathers could not supply us with infallible political rules.

"What we should be strong for adhering to is that which has been tried and tested. If there is no such thing as political principles which have eternal validity, at least there are political precepts and practices which the experience of time teaches us are sound. There are certain old, fundamental truths of public policy and democratic government, certain proved principles of justice and liberty, which a nation forgets at its peril.

"It is to these we should adhere, not because they were pronounced by the fathers, but because they have been tried in the furnace of time and hammered out in the forge of experience.

"Yet my observation is that when you talk to the average man of fundamental political principles of this kind, and of their application to the conditions of today, he is apt to go cold. Speak to him of the necessity of maintaining the balance between the Federal Government and the States, of the need of strong States as factors in our national polity, of decentralizing the activities of the central government, of revitalizing the instrumentalities and the spirit of local self-government, of the liberties and freedom which belong to the individual not by grace or favor but by inalienable right—speak of these things and the average man is likely to yawn and pass it all as political clap-trap.

"With the public consciousness sen tive to a growing excess of governme of laws, of legalism, the public still d not seem to realize that we must ag fight out the old issue of what the St should be free to do and what the dividual should be free to do, and t there are a world of wrongs around which can only be righted through litical, action—not so much through political creeds as through new and libe and progressive application of old cre

"If there is a loss in political inte and values, I suspect this may be pa because the people feel, and with m justice, that the battles of politics too often sham battles, and that ther in them too much hypocrisy and pus footing away from realities, too m self seeking and often downright becility.

"Yet a democracy which refuses t political thinking is digging its grave, and particularly is this true w in the midst of a pervading prospe and surface quiescence, deep and fu mental forces are at work which, sibly sooner than we think, may expression in political acts and which will be constructive or dest tive, progressive or retrogressive, cording as the people shape and di them.

"So what interests me is how to awaken in the American voter consciousness of the meaning and portance of his political institutions his political rights and obligations the application of these to the prob around us; how we can get the pe to put into politics the same vital terest they put into all their other cerns and activities.

"All of which brings me back to Press. I would not have you think guilty of a platitude in alluding to power of the press. I do so only t mark that if this power has not ye tained its full development, it is n theless, thank God, a power which in law-ridden land is still free and regulated.

"In this seething world of humar pirations and human conflicts, I am vinced that we must look to the even more than to the forum, the or the class-room, for effective le ship. Particularly is this true in realm of politics.

"You make and unmake pol leaders. You set the tone of pol thought. The country's effective po thinking is really done or at least s by your newspapers, and I believe is done quite as much by your new porters as by your editors.

"If then political thinking is low ebb, may it not be because the has not been the effective agency it be to bring it back to its high estate

"Please do not understand m presumptuous enough to offer a lay advice, just as I would not hav charge me with flattery in speaki your power. My theme is the dec interest in political thinking, not shortcomings, if you have any. it not in some measure true that wi passing of the old style partisan politics is coming to be treated too as a source of news only and too as a vital factor in our organized li

"I suppose the answer may b politics in the concrete and politici action, exhibiting their strength an limitations, are news, while politics abstract or even in its broader asp not. Yet if the average man is aroused to a consciousness of t portance of the political foun which underly his whole social str if he is to be stimulated to soun tical thinking, there is no effective to do it comparable to the press.



David B. Plum, *Troy Record*, and William F. Rogers, *Boston Transcript*, retiring chairman, drink a toast in E. & P. punch to the Bureau of Advertising.

"Some historian—I do not recall whether it is Gibbon or another—speculates on just how different and better would have been the career of a man like Caesar or just what might have been the fate of Rome had there been anything like a public press. And I believe it true that if democracy had evolved nothing more than the institution of a free press, it would have justified itself as the world's greatest political discovery.

"Obviously this great power which is yours is not so much the power of intellect, great as that may be, as it is the power of publicity—a force relatively new in the history of mankind, and which if not directed by whatever may be the beneficent laws of its being could well prove a Frankenstein."

Mr. Massey said in part:

"The newspapers today, in a sense that applies to no other institution, are everybody's business. The modern Press is coterminous with civilization. One hundred per cent of the population of a great modern State is now under the influence of the daily newspaper. New types of journals have come into being to serve a section of the public to whom the older newspaper would be meaningless. Half the criticism that is levelled against the newspaper of today is due to the fact that, in the process of shaping itself to meet the needs of the outer fringes of literacy, the form and the content had to be altered and popularized. An English statesman of somewhat die-hard cast of mind once commented on the journalistic exploits of a contemporary—who shall be nameless—and in referring to the many pictures which one of his papers was created to carry, he said gloomily of its publisher: 'Not contented with creating a paper for people who cannot think, he has now produced a paper for those cannot read.' Adverse criticism of anything of course is crazy, criticism of any institution so close to us as the Press is inevitable. I do not intend for a moment to enter on the dangerous ground of the controversy as to whether the newspaper reflects or molds public opinion. (The discussion is perhaps as profitable as the classic debate on the curate's egg) but it is well, to remember, whatever may be the negative or positive force of the modern newspaper, the Press of no community can run counter to popular feeling, if we criticize the modern newspaper we must be equally critical of the civilization whose vagaries we require it to record for us daily, and for that civilization we each of us have our own measure of responsibility.

"It would be an impertinence for me to make any observations about the state of the Press. The layman is amazed by the stupendous growth of the modern newspaper and the unbelievable efficiency with which it is now produced (and in this development this country has played a brilliant part.) But this great mechanical enterprise must not obscure from us the fact, for I believe it to be a fact, that the quality, too, of the modern newspaper is steadily improving, that the best newspapers of the world were never better or so good. In a striking address to a group of fellow editors of the press, delivered by Whitelaw Reid, about fifty years ago, he forecast that the future of the newspaper lay in the attraction, on a greater scale, of first class minds to its production. If you will permit a layman to say so, I believe that Mr. Reid's prophecy is steadily being fulfilled, and that not only is the circulation of the modern newspaper infinitely wider, but, through the brains which serve it, the product is better which is being circulated."

A. N. P. A. LAUNCHES NEW WAR ON PRESS AGENTS

(*Continued from page* 15)

Mr. Barnum, of Syracuse, chairman of the postal committee, in a statement issued to EDITOR & PUBLISHER after the meeting on Thursday, said:

"Whether we see a return of the 1920 rates or not the members of this association are discovering an avenue of distribution which furnishes a faster and cheaper service than we could hope for under a revision.

"At this convention, for the first time, the members have come to a realization that a way is open for publishers to send newspapers to subscribers other than by mail at rates of about $1.75 other than by hundredweight, using motor truck. It has been proved by test that motor trucks furnish faster delivery at lower prices. Publishers are taking advantage of motor truck service in New York State, Indiana, Ohio, and Iowa at prices ranging from 50 cents per hundredweight to $1.00, depending upon the length of the haul."

An effort was made to obtain the passage of a resolution condemning the practice of pre-date editions. This is becoming an habitual debate at A. N. P. A. conventions. At French Lick, Ind., last November the protagonists on the subject were M. C. Meigs, publisher of the *Chicago Herald-Examiner,* and S. E. Thomason, then the business manager of the *Chicago Tribune.* Mr. Meigs supported the practice and Thomason argued the negative side.

It could not be learned by EDITOR & PUBLISHER before going to press who were the two chief debaters on the subject this week.

There was good natured chaff after the meeting in the corridors about how the resolution was offered and then rescinded. It is a generally known policy of the organization never to dictate to the membership either by resolution or more drastic fiat. The purpose of the organization is to aid publishers in gaining useful information and not to tell them how to run their business, it was explained by Mr. Taylor of the *Boston Globe,* who this year did excellent work in charge of convention publicity.

A frankly stated attack upon the Federal Trade Commission for its "vexatious, unjustifiable, and preposterous case" was the outstanding feature of the opening sessions Wednesday.

John Stewart Bryan, *Richmond News-Leader,* expressed the sentiments of the entire national newspaper organization, when in his address as president opening the convention, he warned the delegates that unless the association contracts for immediate and adequate legal defense the case might result in the "dissolution of the agency system; the abolition of the agents' commission, with removal of all differences between local and national rates; and the ultimate censorship of advertising by a government bureau.

"For more than a year this association has been a defendant in a vexatious, unjustifiable and preposterous case before the Federal Trade Commission," Mr. Bryan said. "Members generally are aware that the purpose of this proceeding is to convict this association of a violation of Federal statutes against unfair competition and a conspiracy in restraint of trade.

"There is no member of this association individually who is conscious of any such alleged dereliction and for the board it can be stated categorically that so far from entering into such conspiracy or agreement the association has on the contrary steadfastly avoided any such course of action.

"But in spite of conscious rectitude on our part it is due to the convention to point out that this proceeding involves the possibility of judgments being entered which in the absence of legal defense on our part may result in decisions being made and findings being enforced that will almost certainly result in:

"1. The dissolution of the agency system.

"2. The abolition of the agents' commission and the removal of all differences between local and national rates.

"3. The ultimate censorship of advertising by a government bureau."

The association took evident pains that this should be a public commentary upon the federal trade commission, which about a year ago started proceedings against the A. N. P. A., the Southern Newspaper Publishers Association, the American Press Association, and the American Association of Advertising Agencies, charging conspiracy in restraint of trade.

The officials in charge of the conventions publicity saw to it that the portion of Mr. Bryan's address was copied out on flimsy for the convenience of the local newspapers and the press associations. It is the second time since the suits were started that one of the defendants named has voiced public disapproval of the action. The first time was at the Washington convention of the American Association of Advertising Agencies.

The right of an association to support the theory of the propriety of a 15 per cent commission to advertising agencies for placing advertising business with its members is proving costly to defend. While no official of A. N. P. A. would make public the cost of the suit so far, it was estimated unofficially as involving a considerable sum. Whether or not a war chest will be voted will be one of the important outcomes of this year's convention which will end on Friday this week with the predicted re-election of Mr. Bryan who has ably filled one term as president.

On Thursday the man most commonly mentioned as successor on the directorate to the late F. G. Bell, *Savannah Morning News,* was Charles A. Webb, *Asheville* (N. C.) *Citizen,* who is now chairman of the association's open shop committee.

S. E. Thomason, formerly business manager of the *Chicago Tribune,* now one of the owners of the *Tampa Tribune,* started something when he attacked the dry mat basis of publication. Mr. Thomason made the assertion that shrinkage from use of dry mats during one year cost the Chicago Tribune an estimated revenue of $52,000.

There were dry mat defendants aplenty after this opening. Among the first to take the floor to advocate this modern printing practice was Victor Ridder, publisher of the *New Yorker Staats Zeitung,* who maintained that the shrinkage was easily taken care of to the complete satisfaction of the advertisers. It was pointed out that the shrinkage was easily overcome by use of an extra two-point rule. Mr. Ridder said the shrinkage was sidewise and not up and down.

Paul Patterson, *Baltimore Sun,* declared that the paper saving considerably outweighed any revenue loss, if the latter ever did result from use of dry mats. Before the Sun went on a dry mat basis, Mr. Patterson said, the width of the paper rolls they used were 72¼ inches. The Sun went on a dry-mat basis and the width was reduced to 71½ inches. A four point rule was used, further reducing the column width to 70½ inches.

W. E. Wines, manager of the mechanical department, whose report was made during the opening session, was the author of a book on dry mats which was highly commended by the members attending. He has also conducted a comprehensive survey on the subject of newsprint waste, comparing the experiences of some 100 A. N. P. A. members.

Other delegates who joined in discussion of mechanical problems and other topics brought up on the first day of this year's meeting included:

Chris H. Rembold, *Cincinnati Times-Star;* E. P. Adler, *Davenport Daily Times;* E. H. Butler, *Buffalo Evening News;* Charles D. Atkinson, *Atlanta Journal;* F. C. Withers, *Columbia* (S. C.) *State;* J. C. Peto, *Paterson* (N. J.) *Press-Guardian;* J. O. Adler, *New York Times;* B. H. Anthony, *New Bedford Standard;* John Parks, *Chicago Tribune;* W. A. Strong, *Chicago Daily News;* J. R. Walters, *New York Evening Graphic;* R. C. Patterson, *Toledo Times;* C. H. Stauffer, *Phoenix* (Ariz.) *Republican;* Paul Patterson, *Baltimore Sun;* F. S. Hoag, *Pueblo* (Col.) *Star-Journal;* J. E. Martin, *New York Sun;* E. J. Fehn, *Evansville* (Ind.) *Courier;* W. F. Schmick, *Baltimore Sun;* Frank A. Carroll, *Indianapolis News;* Hopewell L. Rogers, *Chicago Daily News;* and John H. Harrison, *Danville* (Ill.) *Commercial-News.*

Publication of firm names and trademarks in radio programs no longer presents the dangers to newspapers that were apparent a year or two ago, was the opinion expressed by several members of the radio newspaper station and studio operators which met in the Astor Gallery Wednesday afternoon under the chairmanship of Walter A. Strong, *Chicago Daily News.*

Mr. Butler, *Buffalo Evening News,* who is a vice-president of the association, was host to a dinner given to the A. N. P. A. directors on Wednesday evening at the Metropolitan Club.

Those attending the convention included:

Albany (N. Y.) Knickerbocker Press & Evening News—Arthur D. Hecox.
Allentown (Pa.) Call—P. W. Leisenring, D. A. Miller, C. J. Smith.
Alliance (Ohio) Review—Paul C. Siddall
Altoona (Pa.) Mirror—H. L. Johnston, Fred G. Pearce, D. M. Slep.
Amsterdam (N. Y.) Reporter-Democrat—Cardiner Kline.
Ashtabula (Ohio) Star-Beacon—H. H. Henes, C. A. Rowley.
Asheville (N. C.) Citizen—Charles A. Webb.
Athens (Ohio) Messenger—F. W. Bush.
Atlanta (Ga.) Constitution—Clark Howell, Jr.
Atlanta (Ga.) Journal—Charles D. Atkinson.
Attleboro (Mass.) Daily Sun—J. H. Vallette.
Auburn (N. Y.) Citizen—Victor J. Callanan, Rudolph W. Chamberlain, Lithgow Osborne, Charles D. Osborne, William O. Dapping.
Augusta (Me.) Kennebec Journal—Charles F. Flynt.
Aurora (Ill.) Beacon-News—A. M. Snook.
Baltimore Sun—W. F. Schmick, Paul Patterson, Stanley M. Reynolds, J. Edwin Murphy.
Barre (Vt.) Barre Times—Frank E. Langley.
Batavia (N. Y.) Daily News—G. S. Griswold.
Baton Rouge (La.) State Times & Advocate—Charles P. Manship.
Battle Creek (Mich.) Enquirer & News—A. L. Miller.
Battle Creek (Mich.) Moon Journal—N. E. Conine.
Beaumont (Texas) Enterprise & Journal—J. L. Mapes.
Beaver (Pa.) Daily Times—E. L. Freeland.
Beaver Falls (Pa.) Tribune—James H. March.
Bellingham (Wash.) Herald—S. A. Perkins.
Binghamton (N. Y.) The Press-Leader—Jules Livingston, A. B. Engelbert, R. E. Bennett.
Birmingham (Ala.) Age-Herald—E. D. DeWitt.
Birmingham, (Ala.) News—Victor H. Hanson.
Bloomington (Ill.) Daily Pantagraph—C. C. Marquis, Davis Merwin.
Bloomsburg (Pa.) Morning Press—Paul B. Eyerly, C. T. Vanderslice.
Boston American & Advertiser—W. L. Thomas.
Allentown (Pa.) Chronicle & News—John W. Stickle.
Bayonne (N. J.) Times—S. A. Lazarus.
Fort Wayne (Ind.) Journal-Gazette—L. G. Ellingham.
Kansas City (Mo.) Journal-Post—W. Laurence Dickey.
Little Rock (Ark.) Democrat—J. M. Branham.
Hearst Publications, New York—Victor Folacheck, J. C. Dayton.
New York Herald Tribune—Howard Davis.
New York Staats-Herold—Charles J. Fuerst.
Paterson (N. J.) Evening News—Harry B. Haines.
Philadelphia Bulletin—Lewis H. Hale, H. A. Hawkins.
Phoenix (Ariz.) Republican—Dwight B. Heard.
Pittsburgh Chronicle-Telegraph—A. K. Oliver.
Pittsburgh (Pa.) Post—Harold G. Schryver.
Worcester (Mass.) Telegram-Gazette—H. M. Booth.
Passaic (N. J.) Daily Herald—Wm. C. McBride, Edw. H. Roomle.

(*Continued on page* 40)

CURIOSITY LET LOOSE AT WALDORF-ASTORIA

Information from Here and There Picked Up From Delegates Attending Annual Convention of Associated Press and American Newspaper Publishers Association—Publishers Report Good Business Across the Country

—By PHILIP SCHUYLER—

"HOW do you do, sir?"

"How do you do, sir?

"I wonder if your memory's as good as mine."

"Certainly is; bet you don't remember my name."

"Frankly, I must say ——"

"Wilson's my name."

"Of course, and mine's Jones."

Some 500 variations of this song were sung this week by 500 delegates, attending the annual meeting of the Associated Press and the annual convention of the American Newspaper Publishers Association, as they walked along Waldorf-Astoria corridors getting practice for New York subway jams.

This is the great occasion of the newspaper year for editors and publishers to meet old friends and make new ones.

For the benefit of those at home and those who couldn't talk to all those present a troop of questions, after receiving the traditional EDITOR & PUBLISHER roses from Miss Ruth Smith, went walking in the hallways to pick up information and meet the delegates from east and west and north and south.

There was William B. Bryant, publisher of the *Paterson* (N. J.) *Press Guardian,* a director of the Audit Bureau of Circulations, and chairman of the topics committee of the American Newspaper Publishers Association, wearing a black patch over his right eye. He had a good tale to tell about it, too.

There was trouble in his press room the other day. He was supervising the repair job. A crew was jacking up a machine with a two-by-four. Something slipped and Mr. Bryant paid for it through the eye. A painful gash two inches deep miraculously missed his eye.

Mr. Bryant was all for removing the bandage, but Mrs. Bryant came along to see that he didn't.

"I haven't been around the world this year," remarked Mrs. Zell Hart Deming, *Warren* (O.) *Tribune,* "Perhaps that is news."

And in addition Mrs. Deming reported business was unusually good out in her territory. Mills are all running and money is easy.

Jesse Jones, publisher of the *Houston* (Tex.) *Chronicle,* attended his first Associated Press convention. On the other hand he is quite at home at political conventions, undoubtedly understanding thoroughly the story behind the sudden harmony in A. P. ranks. He is director of finance of the Democratic National Committee.

"Speaking as a newspaper publisher," commented Mr. Jones, "I will admit that Al Smith is the outstanding Democratic leader at the present time. But I think the Southwest is more interested in Mr. Smith's position on prohibition than in his religious views. The Southwest is dry."

Hugh J. Powell, publisher of the *Coffeyville* (Kan.) *Journal* and Associated Press advisor, wasn't sure until the last moment he could come to this year's convention. The serious middle western floods cut off Coffeyville for two days and he was marooned there with no railroads running north, south, east or west.

Mr. Powell reported the flood was very serious, but, he said, it isn't "a knock-out."

"Kansas will have the biggest wheat crop on record," he said. "It is being estimated at 200,000,000 bushels, while the previous high was about 156,000,000.

"Only one-half of one per cent of the wheat crop will be hurt by the overflows. The big wheat belt is in western Kansas, safe."

Cyrus H. K. Curtis sailed into New York for the convention on his yacht, the Lyndonia. He had been in California and crossed the continent by train to New Orleans where he boarded ship and came up the coast, stopping at Tampa, St. Petersburg, Washington and other places on the way. With him at the Waldorf on Monday was Julian S. Mason, editor-in-chief of the *New York Evening Post.*

If you don't sail into Manhattan, motor in. P. S. McGlynn, president of the *Moline* (Ill.) *Dispatch,* and August Sundine, vice-president, elected the latter route, bringing their families with them in two cars.

They made the trip in leisurely fashion, using a whole week to cover the 1,500 miles between New York and Moline and spending two days in Philadelphia and two in Washington. Mr. Sundine's two children, Jack and Jean, were taking their second trip with their father to the A. P. convention by automobile.

Mr. McGlynn is one of the veterans among Illinois publishers. He started newspaper work as a printer's devil in Washington, Ia., in 1863. He was 13 years old then. In 1881 he went to Moline and five years later bought the Moline Dispatch, largely, he recalls, "on faith."

The Dispatch will begin the 50th year of its history next July 1 and is planning to celebrate the event.

Howard Davis, business manager of the *New York Herald Tribune,* and treasurer of the American Newspaper Publishers Association has new duties to attend to. The Seward National Bank of New York this week announced his election as a director.

Speaking of operations, Betty Brainerd, writer of "We Women" for Associated Newspapers, got up from a sick bed to be counted present at the Waldorf. Hardly more than two weeks ago, Miss Brainerd was operated on for appendicitis. She is a real trooper and absolutely refused to disappoint her public, quite successfully beating the censorship laid down by her friends who wanted to keep her safe for the summer tour. They carefully went through all newspapers with the scissors, cutting out references to A. P. and A. N. P. A. before permitting Miss Brainerd to read them.

On page three of the *Sunday World,* however, Miss Brainerd noted that quite a slice had been clipped out of a Franklin Simon advertisement. She came curious and looking at the table of contents she saw "Publishers' Convention starts . . .Page four."

After he had told about the purchase of the *Plainfield* (N. J.) *Courier-News,* F. E. Tripp, general manager of the Gannett Newspapers, recalled Irvin S. Cobb's latest "favorite story."

It was at that dinner given at the Waldorf some months back in honor of William T. Dewart, president of the *New York Sun.* Some dancers, lightly clad, very lightly clad despite the winter cold, had held the spotlight, causing someone to remark about the low taste of the publishers.



Frank E. Tripp and Frank E. Gannett at A. N. P. A. convention.

"Of course," explained Mr. Cobb gravely, "It's the influence of the daily strip."

H. E. Ellis and the *Denison* (Tex.) *Herald* started housekeeping in a new building a few months ago. It's a compact two-story plant of re-inforced concrete, measuring 50 x 100 feet, and equipped throughout with new machinery of the latest and best manufacture. Business is looking up in Texas, Mr. Ellis declared.

"We Texans have learned our cotton lesson," Mr. Ellis said. "The cotton crop this year, I believe, will be materially reduced and there will be an increase in grain."

After having learned their lesson, Texans are going to spread the gospel among the northern heathen.

The Texas Daily Press League, according to William Edwards, publisher of the *Denton* (Tex.) *Record Chronicle,* has organized a special train, which will leave the Lone Star State on June 19 and spend 15 days visiting a number of important northern cities with 200 business and newspaper men on board packed in with samples of Texas products.

The train will visit Kansas City, St. Louis, Chicago, Detroit, Cleveland, Buffalo, Boston, New York, Philadelphia, Washington, Pittsburgh, and Cincinnati.

Gov. Dan Moody will head the delegation.

"We want to show New York that there are more cowboys in it's night clubs than in the whole state of Texas," Mr. Edwards said. "All our cowboys moved to Hollywood long ago."

Tex Guinan thereupon rose and said: "Give this L'il boy a hand."

An interested spectator at the annual Associated Press meeting was Mrs. J. E. Pierce, wife of the owner of the *Pottsville Daily Times.* Although she doesn't work on her husband's newspaper she said she is keenly interested in all phases of journalism and hasn't missed an A. P. gathering in quite a number of years.

Thirty-nine public utility companies in Massachusetts reduced their rates, following the editorial crusade conducted by John H. Fahey through the *Worcester Post* when the local company was caught covering up some of its earnings in order to pay stockholders big dividends.

"Under Massachusetts law public utilities are entitled to take between six and seven per cent profit, with all money beyond that to go into reduced rates. Mr. Fahey explained. "When two local companies announced merger plans, recently, we uncovered what appeared to be irregulatities to permit money over the allowed 7 per cent to go into profits. The city government, although appraised, did nothing about it, and consequently of our own accord we engaged engineers, auditors, and put staff men to work on the story.

"Publicity, as usual, did the work, when city officials failed."

H. R. Dwire and Rufus Shore, who in August, 1926, sold the *Winston-Salem* (N. C.) *Twin City Sentinel* to Frank E. Gannett, renewed old acquaintances during the week. Both are now retired from active journalism, temporarily at least.

M. KOENIGSBERG ENTERTAINS 500 EDITORS

Newspaper Men Guests of I. N. S. and King Feature Syndicate — President at Seventh Annual "Garden Lark"—Many Notable Artists Entertain Gay Party of Publishers



Scene at M. Koenigsburg's "Lark" to throng of convention visitors.

NEWSPAPER editors and publishers estimated to number 500 were the guests on Monday evening this week at the Friars' Club, New York, of M. Koenigsberg, president of King Features Syndicate, Inc., International News Service and Universal Service. The party this year, the seventh annual affair of its kind, was given the name of "Garden Lark."

In keeping with the name, the Friars' banquet hall was decorated by King Feature Syndicate artists to resemble a garden and grove, the same theme being carried over into the table ornaments and souvenirs.

As in past years, the guests were entertained after they had dined by a musical and dramatic programme contributed by more than two score Broadway celebrities. Among these were:

Charlie Chaplin in person; Jane Cowl and Lester Allen, in a sketch, "Romeo and Juliet"; the Five Reillys, juvenile wonders, presented by Ned Wayburn; "Good Time Charlie," by William Collier; Francine Larrimore and company, in a "Chicago" scene, presented by Sam H. Harris; Bert Wheeler, comedian of "Rio Rita"; Howard Thurston; Eddie Jackson, Lou Clayton and Jimmy Durante; Leon Errol, Anastasia Reilly, Geneva Mitchell and Tiller Girls from "Yours Truly," presented by Gene Buck; Julius Tannen, the Chatterbox (courtesy of Earl Carroll); Will Oakland, radio tenor; Walter Kelly, dean of the Friars' Club; Jans and Whalen, comedy duo; Paul Whiteman and his band; "The Diplomats," with Vanessi; Allen Foster's dancing girls from "The Circus Princess" (courtesy Messrs. Shubert); the Pony-Service Plays; "Looloo Bull," with Nan Halperin, presented by David Belasco; the Hilton Sisters, Siamese Twins, presented by William Morris, and Theo Nelson by courtesy of Barnum & Bailey-Ringling Brothers.

There was also a "confidential demonstration of television."

The guest list follows:

Dais—M. Koenigsberg, William Collier, James C. Dayton, Herman Black, John Francis Neylan, Senator Capper, Senator Copeland, Mayor Walker, Hendrik Van Loon, B. C. Forbes, G. G. Young, Bradford Merrill, D. E. Town, V. H. Polachek.

S. K. Blandin, St. Paul, Minn., Dispatch; Frank S. Baker, Tacoma, Washington, Tribune; George Cameron, San Francisco, Cal., Chronicle; Gardner Cowles, Des Moines, Ia., Register Tribune; Clark Howell, Atlanta, Ga., Constitution; John Cowles, Des Moines, Ia., Register Tribune; Frank P. Maclenan, Topeka, Kan., State Journal; S. E. Thomason, Tampa, Fla., Tribune.

A. G. Carter, Fort Worth, Tex., Star Telegram; J. P. Considine, Philadelphia, Pa., Record; W. Lawrence Dickey, Kansas City, Mo., Post; C. W. Danziger, Pittsburgh, Pa., Chronicle Telegraph; Joseph J. Early, Brooklyn, N. Y., Standard Union; J. M. North, Jr., Fort Worth, Tex., Star Telegram; L. K. Nicholson, New Orleans, La., Times Picayune; Walter S. Deckey, Kansas City, Mo., Post.

Gene Tunney, King Features Syndicate; Dan R. Hanna, Jr., Cleveland, Ohio, News; Eugene Kelly, Sioux City, Ia., Tribune; James M. Kirkham, Salt Lake City, Utah, Deseret News; Col. Luke Lea, Nashville, Tenn., Tennessean; Norman E. Mack, Buffalo, N. Y., Times; A. K. Oliver, Pittsburgh, Pa., Gazette Times; E. G. Tripp, Sioux City, Iowa, Tribune.

Elzey Roberts, St. Louis, Mo., Star; T. A. Robertson, Cleveland, Ohio, News; Rowe Stewart, Philadelphia, Pa., Record; James A. Stuart, Indianapolis, Ind., Star; Frank W. Taylor, Jr., St. Louis, Mo., Star; W. F. Wiley, Cincinnati, Ohio, Enquirer; T. P. Welch, Philadelphia, Pa., Record; F. J. Burd, Vancouver, B. C., Province.

Paul Block, New York City; Richard M. H. Wharton, Harrisburg, Pa., Patriot News; Dwight E. Young, Dayton, Ohio, Herald; Ralph Jones, Dayton, Ohio, Journal; E. G. Burkam, Dayton, Ohio, Herald Journal; Joseph Kaufman, New York City; I. U. Sears, Madison, Wis., State Journal; C. C. Hamlin, Colorado Springs, Colo., Gazette and Telegram.

J. A. Callahan, San Francisco, Cal., Examiner; W. E. Miler, Hearst Newspapers; Roy D. Keehn, Chicago, Ill., Herald and Examiner; Clarence Lindner, New York, N. Y., American; M. C. Meigs, Chicago Ill., Herald and Examiner; W. M. McIntosh, San Antonio, Tex., Light; A. J. Kobler, American Weekly; H. M. Bitner, Detroit, Mich., Times.

W. A. Curley, Chicago, Ill., American; Dan Carroll, Albany, N. Y., Times Union; C. I. Pntuam, Washington, D. C., Times; Frank Knox, Manchester, N. H., Union Leader; R. G. Johnson, Albany, N. Y., Times Union; John D. Costello, San Francisco, Cal., Call; C. F. McCahill, Rochester, N. Y., Journal Post; James W. Brown, Editor and Publisher.

E. M. Alexander, New York American; F. A. Wilson-Lawrenson, Atlanta, Ga., Georgian; John E. Cullen, Baltimore, Md., News; Edgar D. Shaw, Boston, Mass., Advertiser; Avery C. Marks, Jr., Washington, D. C., Times; Edward F. Stumpf, Palm Beach, Fla., Times; W. A. Kelsey, Meriden, Conn., Journal; Lee Ettleson, New York, N. Y., American.

Moses Strauss, Cincinnati, Ohio, Times Star; I. N. Heiskell, Little Rock, Ark., Gazette; K. A. Engel, Little Rock Democrat; Lee Ellmaker, Philadelphia, Pa., News; Major John S. Cohen, Atlanta, Ga., Journal; Wm. L. Brice, Wheeling, W. Va., Register; A. R. Magee, Louisville, Ky., Courier Journel; G. B. Longan, Kansas City, Mo., Star.

Arthur C. Johnson, Sr., Columbus, Ohio, Dispatch; Edgar Wolfe, Columbus, Ohio, Dispatch; Harry Wolfe, Columbus, Ohio, Dispatch; A. E. Campbell, Columbus, Ohio, Dispatch; W. A. Ireland, Columbus, Ohio, Journal; Harvey R. Young, Columbus, Ohio, Dispatch; Harry Newman, Columbus, Ohio, Journal; Charles J. Reiker, Columbus, Ohio, Journal.

James Kerney, Trenton, N. J., Times; E. A. O'Hara, Syracuse, N. Y., Herald; E. H. O'Hara, Syracuse, N. Y., Herald; Frederick A. Stowe, Peoria, Ill., Journal Transcript; Dowdre Phinizy, Augusta, Ga., Herald; Merle Slane, Peoria, Ill., Journal Transcript; Walter Sterling, Houston, Tex., Dispatch; C. P. Slane, Peoria, Ill., Journal-Transcript.

Edgar Morris, Springfield, Ohio, News; D. J. Mahoney, Dayton, Ohio, News; John S. Knight, Akron, Ohio, Beacon Journal; M. M. Murdock, Wichita, Kan., Eagle; M. S. Foster, Clarksville, Tenn., Leaf-Chronicle; James G. Stahlman, Nashville, Tenn., Banner; Major E. B. Stahlman, Nashville, Tenn., Banner; J. H. Barry, Akron, Ohio, Beacon Journal.

W. C. Johnson, Chattanooga, Tenn., News; C. P. Hasbrook, Richmond, Va., Times Dispatch; R. B. Huber, Richmond, Va., Times Dispatch; P. S. Huber, Norfolk, Va., Ledger Dispatch; C. B. Johnson, Charlotte, N. C., Observer; Frederick Lewis, Norfolk, Va., Ledger Dispatch; S. L. Slover, Norfolk, Va., Ledger Dispatch; Frank B. Shutts, Miami, Fla., Herald.

John M. Branham, New York City; W. C. R. Harris, Toronto, Can., Star; John N. Harman, Brooklyn, N. Y., Times; Frank G. Huntress, San Antonio, Tex., Express; Harry Giovannoli, Lexington, Ky., Leader; Tom C. Gooch, Dallas, Tex., Times Herald; Carroll Shaffer, Chicago, Ill., Post; J. David Stern, Camden, N. J., Courier.

Charles A. Webb, Ashville, N. C., Citizen; Ed. Flicker, Bridgeport, Conn., Post; L. G. Ellingham, Ft. Wayne, Ind., Journal Gazette; W. C. Dowd, Charlotte, N. C., News; W. A. Dealy, Dallas, Tex., News; Ross S. Nelson, Ft. Wayne, Ind., Journal; A. Schaefer, Ft. Wayne, Ind., Journal; Emanuel Levi, Louisville, Ky., Courier-Journal.

Burrows Matthews, Buffalo, Courier Express; G. M. Clendenin, Springfield, Ill., Register; George M. Bailey, Houston, Tex., Post Dispatch; A. C. Batten, British and Colonial Press, Toronto, Can.; William S. Bennett, Buffalo, N. Y., Courier Express; R. H. Booth, Detroit, Mich., Detroit Publishing Company; G. B. Bickelhaupt, Minneapolis, Minn., Journal; Thos. Rees, Springfield, Ill., Register.

Roland F. Andrews, Worcester, Mass., Telegram Gazette; George F. Booth, Worcester, Mass., Telegram Gazette; David J. Barry, Providence, R. I., Tribune; F. G. Billings, Hartford, Conn., Times; W. L. Thomas, Worcester, Mass., Telegram Gazette; D. J. Dwyer, Providence, R. I., Tribune; C. L. Sherman, Hartford, Conn., Times; H. G. Stoddard, Worcester, Mass., Telegram Gazette.

Theodore Bodenwein, New London, Conn., Day; S. Leigh Call, Springfield, Ill., State Journal; W. W. Chapin, Sacramento, Cal., Union; Lafe Young, Jr., Des Moines, Ia., Capital; L. E. White, Terre Haute, Ind., Star; Urey Woodson, Owensboro, Ky., Messenger; Harry F. Guthrie, Muncie, Ind., Star; O. G. Andrews, New London, Conn., Day.

Roger A. Connolly, New Haven, Conn., Register; L. B. Tobin, Lincoln, Neb, Star; Col. George A. Sweeney, Pueblo, Colo., Chieftain; Charles C. Maes, Houston, Tex., Post Dispatch; Marco Morrow, Topeka, Kan., Capital; M. R. Kane, Dubuque, Ia., Telegraph; Henry W. Marshall, Lafayette, Ind., Courier Journal; Brainard Platt, Louisville, Ky., Courier Journal.

John H. Sines, Trenton, N. J., Times; M. F. Hanson, Duluth, Minn., Herald; V. H. Hanson, Birmingham, Ala., News; Herbert S. Green, San Antonio, Tex., Express; O. G. Foellinger, Ft. Wayne, Ind., News Sentinel; Joel H. Bixby, Muskogee, Okla., Times Democrat; Arthur Remmel, Ft. Wayne, Ind., News Sentinel; W. M. Hines, San Francisco, Cal., Bulletin.

Rudolph Block, Charles Chaplin, Alexander P. Moors, George V. McLaughlin, Nathan Burkan, F. G. Bonfils, Denver, Colo., Post; M. L. Annenberg, Col. Robert Ewing, New Orleans, States.

C. B. Gillespie, Houston, Tex., Chronicle; Jesse H. Jones, Houston, Tex., Chronicle; Geo. Waldo, Jr., Bridgeport, Conn., Post; H. W. Brown, Cincinnati, Ohio, Tribune; W. H. Sammons, Sioux City, Ia., Journal; Will H. McConnell, Springfield, Ill., State Journal; J. W. Magers, St. Paul, Minn., Dispatch; J. E. Fitzpatrick, Salt Lake City, Utah, Tribune.

F. O. Larson, Tulsa, Okla., World; Eugene Lorton, Tulsa, Okla., World; F. R. Lord, Portland, Me., Press Herald; Hon. J. R. Knowland, Oakland, Cal., Tribune; E. J. Keist, Dallas, Tex., Times Herald; W. B. Jessup, Bremerton, Wash., News Searchlight; Guy P. Gannett, Portland, Me., Press Herald; R. L. Wardwell, Portland, Me., Press Herald.

Louis H. Brush, East Liverpool, Ohio, Tribune; Stewart Brush, East Liverpool, Ohio, Tribune; Roy D. Moore, Marion, Ohio, Star; W. P. McKinney, Marietta, Ohio, Times; F. B. McKinney, Marietta, Ohio, Times; Fred Bush, Athens, Ohio, Messenger; Grove Patterson, Toledo, Ohio Blade; E. M. Waterbury, Oswego, N. Y., Times.

A. A. Hoopingarner, Dover, Ohio, Reporter; L. N. Heminger, Findlay, Ohio, Courier; R. L. Heminger, Findlay, Ohio, Courier; L. S. Galvin, Lima, Ohio, News; W. J. Galvin, Lima, Ohio, News; A. L. Sedgwick, Martins Ferry, Ohio, Times; E. S. Myers, Middletown, Ohio, Journal; J. A. Chew, Xenia, Ohio, Gazette.

C. W. Gibson, Zanesville, Ohio, Times Signal; W. O. Littick, Zanesville, Ohio, Times Signal; J. J. Bernstein, Massillon, Ohio, Independent; C. F. Ridenour, Piqua, Ohio, Call; John D. Dun, Toledo, Ohio, Times; R. C. Patterson, Toldeo, Ohio, Times; Norman D. Black, Fargo, N. D., Forum; E. J. Ahern, Naugatuck Conn., News.

E. J. Lynett, Scranton, Pa., Times; W. R. Lynett, Scranton, Pa., Times; J. J. Mead, Sr., Erie, Pa., Times; J. J. Mead, Jr., Erie, Pa.,

(*Continued on page 64*)

Reports of A. N. P. A. Officers and Committees

ON this and following pages are the complete reports of the various officers and committees of the American Newspaper Publishers Association presented at the annual convention at the Waldorf-Astoria Hotel, New York, this week.

PRESIDENT BRYAN'S REPORT

THE conventionalities of the occasion require me, as President, to make a few formal statements of the work of the Association during the preceding year. Like political platforms, these reports are necessarily almost inevitably a stereotyped recital of routine work which occasionally "point with pride." And unless the audience should think it was all plain sailing, the maker of a report like this is, just by the mere dramatics of the occasion, obliged once or twice "to view with alarm."

Even so, the past year has one or two incidents that should give every one interested in the publishing business a deeper sense of satisfaction and a higher assurance of intelligent co-operation than this organization has had for many years in the past. Though this advance has occurred during my incumbency, I have no hesitancy in referring to it, because I did not do it. I am just a herald of achievement. As has been said, others have labored, and we have gathered the fruits of their labors.

For some time your Board has been working on the very difficult problem of recasting the basis of dues. At a meeting last April the general report of the Committee on Dues was adopted, and the Board of Directors was authorized to adjust the basis with the purpose of establishing, as nearly as possible, full equality for all members. This has been done, with general satisfaction to the membership.

Having gathered the sinews of war, the next problem before the Association was how to use this new power. The first Fall meeting, held at White Sulphur Springs, W. Va., under the administration of President S. E. Thomason, was an amazing success. Instead of having a sketchy discussion of piece-meal topics, the Association sat down and heard experts expound such vital problems as those involved in traffic or machinery. It was at once apparent that the Association needed, and would gladly support, two new departments. The Traffic Department, under the direction of Mr. W. J. Mathey, and the Mechanical Department, under the direction of Mr. W. E. Wines, were therefore set up. These departments were a part of the plan that the Board of Directors had in mind from the beginning, when it undertook to revise the basis of dues, and the success of these departments, even in the short time they have been functioning, has amply justified their existence.

It can be asserted that the Traffic Department has already, in its brief existence, saved more than its cost. And this is not all. Its mere existence, like the once celebrated gun behind the door, has had a markedly salutary effect upon the activities of railroads who were proposing new advances. Valuable as this Department has already proved to be, it can be rendered even more useful if the members will constantly bear in mind the fact that this Department is here in New York, and is maintained for the benefit of the members, and should be consulted and used by the members. If matters that are called to the notice of the Traffic Department require corrective action, that Department will do its best to bring about the necessary change. If, on the other hand, nothing can be done, the Department will advise the member that further activities would be useless.

Young as it is, the Mechanical Department has likewise proved its value and importance. If it had nothing else to its credit, the monograph on dry mats would have demonstrated the potentiality of this Department for the service of the Association. The motivating idea behind the creation of this Department was to collect and tabulate for the benefit of members the wisdom and the experience of all other members. Instead of giving the member the bare chance of stumbling on some other member who might know the answer to his problem, this Department was conceived with the idea that it would gather, codify and make available the experience of all members in the Association for the benefit of the other members. A really amazing number of queries have already been handled through this Department covering subjects such as protection of concrete floors, the proper height of bases, relative advantage of 12 and 12½ em columns, legibility of type faces, paste on dry mats, and numberless questions about matrix rollers, press blankets, paper breaks, press room troubles, paper hoists, and a flood of similar inquiries.

Of course, the Manager of this Department, Mr. Wines, is not omniscient, and, humanly enough, neither are the publishers, but an immense amount of lost motion can be taken up through this Department, and with each passing year its records, its experience and its value to the membership will increase in geometrical ratio.

The past year has been singularly free from labor troubles, and has been highly creditable to Mr. Harvey J. Kelly, who is Chairman of the Special Standing Committee. "Wisdom," once remarked King Solomon, "is profitable to direct." It would be hard to overemphasize the wisdom Mr. Kelly has brought to his Department; and now that we look back upon what he has done, it all seems so simple, that we wonder why it was not done before.

In the first place, Mr. Kelly has undertaken the task of codifying the record of eighteen years, thus making the various decisions and problems of every negotiation available to the members of the A. N. P. A.

Even of more important and spectacular value has been the studies in the scale analysis and survey of living costs and wages, which the Special Standing Committee has prepared. These analyses have been furnished to over 150 members, and in every case the Special Standing Committee has received immediate and grateful thanks from the members so assisted. It cannot be too strongly urged upon the membership at large to remember to use the office at Indianapolis as their liaison with the I. T. U. The latter organization has a president, four members of the executive council, with a statistical department, a corps of assistants, and twenty-five representatives in the field. To deal with so formidable and intelligent a body of negotiators would be an impossible task for an untrained and an uninformed publisher. And when skill and experience can be had by our membership for the asking, it is a piece of unwisdom amounting to stupidity not to avail ourselves of such assistance.

At the last Convention it was reported by S. E. Thomason, Chairman of the Committee on Arbitration Contracts, that he had negotiated a contract which had been tentatively agreed upon between his Committee and the Executive Committee of the I. T. U. This contract was approved by the Convention, with reservations providing for modification of the contract in several minor details. Shortly after the April Convention, our Committee met with President Lynch and the Vice-President and Secretary of the I. T. U., to consider the modifications suggested by our Convention. The Typographical Union's representatives presented no objection to the changes which we had suggested, but, to the surprise of our Committee, President Lynch insisted that the whole spirit of the tentative agreement should be changed by insertion of the provisions of those clauses of the old International Agreement which provided for the determination in advance of arbitrable matters on local arbitrations. Our Committee refused to make this change.

Last summer, President Lynch was defeated for re-election, by the Typographical Union, and was succeeded as President by former President Howard. President Lynch's four associates of the Executive Committee of the I. T. U. were re-elected. After the election, and before the I. T. U.'s Convention in Denver last Fall, Mr. Thomason had two meetings with President Lynch, but President Lynch refused to recede from his insistence that the whole spirit of the tentative agreement be changed. At the present time, with the President of the I. T. U. a member of one political faction of that organization, and its Executive Committee members of another faction, there appears to be no hope that the Union's officials will ratify the agreement as tentatively approved by its representatives and our own.

The growth of the work in the New York Office, and its services to the membership at large, have continued during the past year under the efficient and courteous management of Mr. Lincoln B. Palmer and his highly trained staff.

The Departments of Traffic and Mechanics have been housed at 270 Madison Avenue, and the whole administration of the Association is now under one roof.

The thanks of the entire Association are due to the Postal Committee and its amazingly efficient and active Chairman, Mr. Jerome D. Barnum. It is true that no change in postal legislation has been actually made, but Mr. Barnum's activity and insistence have jolted even the Post Office Committee of Congress into an appreciation of the fact that the newspaper publishing industry as a whole has been singled out for legislative oppression that was incredibly stupid, if it was not deliberately punitive. No more interest or vivid statement will be made at this Convention than that involved in the report of the Postal Committee.

The Open Shop Department has continued its valuable functioning in that it always has at the disposal of the members the names of men who can be called on in an emergency. It further functions in an administrative capacity, performing for publishers who do not desire Union contracts the same sort of work that is done for the Union offices through the activities of the Special Standing Committee.

For more than a year this Association has been a defendant in a vexatious, unjustifiable and preposterous case before the Federal Trade Commission. Members generally are aware that the purpose of this proceeding is to convict this Association of a violation of Federal statutes against unfair competition and a conspiracy in restraint of trade.

There is no member of this Association individually who is conscious of any such alleged dereliction, and for the Board it can be stated categorically that so far from entering into any such conspiracy or agreement the Association has on the contrary steadfastly avoided any such course of action.

But in spite of conscious rectitude on our part it is due to the Convention to point out that this proceeding involves the possibility of judgments being entered which in the absence of legal defense on our part may result in decisions being made and findings being enforced that will almost certainly result in:

1. The dissolution of the agency system.
2. The abolition of the agents' commission and the removal of all differences between local and national rates.
3. The ultimate censorship of advertising by a government bureau.

The excellent work of the Radio Committee under the Chairmanship of Mr. Walter A. Strong has been of great service to those members of the Association which have a personal or general interest in the field of Radio broadcasting.

Never in its career of usefulness has the Committee on Printing Trades Schools given a more impressive record

A. N. P. A. GENERAL MANAGER AT DESK



L. B. Palmer

f services. Especially valuable is the evelopment of the new school for photo ngraving. I direct your earnest attenon to the statements that will be made y Mr. Victor F. Ridder, Chairman of his Committee.

The report of the Paper Committee ives the statistics and opinions of that ple Committee, under the Chairmanship f Mr. T. R. Williams.

The investigations and suggestions of Mr. E. H. Baker, Chairman of the Committee on National Forest Resources are highly stimulating.

As all the reports will be submitted in printed form I take the liberty of urging that these researches into various branches of the publishing business be read and considered by the membership.

JOHN STEWART BRYAN,
President.

ANNUAL REPORT OF THE A. N. P. A. TRAFFIC COMMITTEE

AT the Annual Convention held in New York, April, 1926, authority was ven for the establishment of a Traffic epartment of the A. N. P. A.

Your Committee, after thoroughly canssing the field, selected Mr. W. J. athey as manager of the new departent. Mr. Mathey had been connected ith the Freight Traffic Department of e Erie Railroad for about twenty years, tterly in the capacity of Assistant Genal Freight Agent in charge of rates id Interstate Commerce Commission atters.

He assumed his duties with the A. N. A. September 1, 1926. Appended reto is his report for the period from eptember 1, 1926, to March 15, 1927, nich speaks for itself and your comittee has no comments to offer thereon, cept to point out that the department s already achieved substantial results r the membership, and, in the short ne of its existence, has clearly demonrated its value.

In its last report, made to the 1926 nual Convention, your committee com ented on the general investigation of eight rates initiated by the Interstate ommerce Commission under the terms the Hoch-Smith Bill. This bill, it will recalled, directs the Commission to ake a survey of the rate situation with e idea of lightening the freight burden agriculture, which means, of course, at any reductions made for the benefit agriculture will of necessity result in gher rates on other traffic. In order to cilitate the work, the Commission has opted the policy of dividing its investition into separate sections, each one aling with one commodity. Thus far, ain, cotton, iron and steel, furniture d petroleum have been segregated and arings assigned. While, up to the pres- time, no definite announcement has en made as to paper, it is strongly mored in various quarters that paper ll soon be put on the list because of belief in certain circles that the rate ucture on paper is, as a general propoion, too low. This is a matter of vital concern to all of us and is a situation which must be carefully watched, so that when the time comes we may be prepared to resist strongly any attempt to place a further freight rate burden on the publishing industry.

The continuing shift of production of newsprint from the United States into Canada makes the problem of equitable rates from Canada one of increasing importance to our membership. There is one particular angle of this question which is viewed by us with a good deal of apprehension, and that is the question of jurisdiction. In several recent complaints before the Interstate Commerce Commission involving the reasonableness of rates on paper from Canada to the United States, the Canadian carriers have taken the position that the Interstate Commerce Commission had no jurisdiction and refused to comply with orders of the Commission affecting such rates. The Commission, on the other hand, has consistently held that it had jurisdiction, at least so far as concerns that portion of the haul performed in this country. However, the Commission has in recent cases invited a test before the Supreme Court and there are now several cases of this nature on their way to that tribunal. If the Supreme Court should decide in favor of the carriers (and many good lawyers believe it will be obliged to do so) it will, with the decreasing supply of paper available in the United States, place the publishers at the mercy of the Canadian carriers. This is a situation which merits considerable thought by all of us. Perhaps the problem can be solved by a treaty between the United States and Canada and the establishment of a joint commission to have jurisdiction over international rates, or by agreement between the I. C. C. and the Canadian Railway Board. In any event, some plan will have to be worked out to solve this difficulty.

E. M. ANTRIM, Chairman.
A. R. MICHENER.
WM. L. MCLEAN, JR.,
S. E. THOMASON.

ANNUAL REPORT OF THE A. N. P. A. TRAFFIC MANAGER

OLLOWING is a report of the activities of the Traffic Department ce its inception Sept. 1, 1926.

When the department first began to ction it was necessary to secure from of the members certain information ich would assist the department in its lysis of the traffic situation. For this pose a questionnaire was prepared sent to members Sept. 7. The reinse to this questionnaire was very tifying and of the total membership y 85 have failed to respond up to this e. Those members which have not urned the completed questionnaire are ently requested to do so, as it is estial that the department have complete ormation as to the various items listed the questionnaire.

Following receipt of the individual rels, the department was enabled to disver various misalignments of rates, etc., some of them have already been taken for correction.

While there are many traffic matters of interest to the members which require investigation and adjustment, it has not been possible to begin work on all of them, but it has been necessary to proceed with the idea of first tackling the most flagrant maladjustments and those which involved the largest savings of money.

In the report to the fall convention in French Lick, last November, your traffic manager mentioned several matters which were receiving first attention. Brief comment as to their present status follows:

1st—Rates on newsprint to points in the territory between Buffalo, Pittsburgh and the Mississippi River. As explained by the chairman in his remarks at previous conventions, the rates from all producing points between Espanola, Ont., and Woodland, Me., to the territory in question are the same regardless of the vast difference in distances. It is our opinion that lower rates are warranted from the Western section of that rate blanket and the department has been giving consideration to the best method by which a better adjustment could be brought about. It is pleasing to report that one of the newsprint companies located in New York State has now filed a complaint with the Interstate Commerce Commission in which they attack the existence of this large blanket and are asking that it be broken up and lower rates established from New York State than apply from Maine and other points further distant. Your traffic department will intervene in this complaint to protect the interests of the membership and will do all in its power to co-operate with the complainants.



W. J. Mathey

2nd—Rates on newsprint to the South. The carriers have not as yet announced the new figures which they intend to publish from Eastern United States and Canadian points into Southern territory following the decision of the Interstate Commerce Commission in the Southern class rate investigation. Your department is keeping in close touch with this situation and at an opportune time will endeavor to bring about a readjustment of the rates which at present are in a rather chaotic condition.

3rd—Rates on newsprint to points in New England. Considerable time has also been devoted to a study of this situation and as a result the conclusion has been reached that the rates to points in New England, particularly to points on the New Haven Railroad, are out of line as compared with other rates. The matter was taken up with the N. Y., N. H. & H. Railroad in an endeavor to arrive at an amicable adjustment but that carrier has declined to make any reductions on the ground of poverty. Recommendation has therefore been made to the New England members that a formal complaint be brought seeking a reduction in the rates and the department is now awaiting the result of a canvass of the New England members which has been undertaken through the New England Publishers Association to determine the sentiment of the members as to joining in this complaint. If the complaint is brought and your department is successful, it will mean a saving, roughly, of from $50,000 to $75,000 per year.

4th—Rates on newsprint paper to New York City. This is one of the most important adjustments from a monetary standpoint with which your department has to deal. The annual consumption of newsprint paper by members in Greater New York will run over 500,000 tons. Most of this paper comes from points in New York State and Eastern Canada. The rates assessed on these shipments, it is believed, have been and are altogether too high and out of line as compared with rates for similar distances and under similar circumstances in other sections of the country. Much time has been devoted to making an analysis of these rates and the conclusion has been reached that a reduction of $1.00 per ton would be warranted. Your department's findings have been submitted to the interested members in New York City and it is working on the preparation of a formal complaint to be filed in their behalf with the Interstate Commerce Commission and the New York State Commission. Of course, in an adjustment of this sort, it is almost impossible to induce the carriers voluntarily to reduce their rates, and resort to the regulating bodies, therefore, becomes necessary. In the event of a successful termination (which is strongly indicated), it will not only be of benefit to the New York publishers but also to the publishers throughout the entire Eastern Seaboard territory, and in the judgment of this department will result in a saving of over $500,000 per annum.

The foregoing are the most important adjustments with which the department is now confronted, but there are many other matters which also have been taken up with a considerable degree of success. A few of the more important are as follows:

1st—The question of rates for the transportation of newspapers in baggage service is one which has been prominent for some time past, particularly in connection with the rates in the territory lying between the Atlantic Seaboard and the Mississippi River. The situation has been that there have been various bases of rates existing on the various carriers. Generally speaking, in the territory between Buffalo and Chicago and St. Louis, the rates have been 60c per 100 pounds except that the Baltimore & Ohio and Pennsylvania Railroads have rates of 50c. Certain papers in Ohio took up with the New York Central Railroad the question of reducing rates on its line from 60c to 50c. That line had a rate of 60c applying on its line west of Buffalo whereas east of Buffalo the rates were on a 30c basis, except New York City in which case the rate was 60c.

That carrier, to meet the competition of the B. & O. and Pennsylvania, offered to make a uniform rate of 50c over its entire line except from New York City. This would have meant a reduction of 10c per 100 pounds in its rates west of Buffalo but an advance of 20c per 100 pounds in New York State or an increase of 66⅔ per cent. Certain other lines operating between Buffalo and New York also have 30c rates and the carriers decided to make all of the rates 50c. In conjunction with the New York State Publishers Association, this department protested against any such drastic advance being made in the New York State rates and at the same time endeavored to impress upon the carriers the justice of making the reduction west of Buffalo.

It is pleasing to report that these efforts have borne fruit because, effective April 1, practically all of the lines in so-called Central Passenger Association territory reduced their rates from 60c to 50c per 100 pounds which will mean a saving of thousands of dollars to the membership. At the same time the carriers operating east of Buffalo have agreed to postpone the advance in the New York State rates pending opportunity for a full and free discussion of the subject with the publishers. It is hoped that the department may be successful not only in blocking the advance but also in securing a further reduction in the rates west of Buffalo, particularly for the shorter distances. It is to be hoped that ultimately reduction may be secured from the present 50c rates now imposed on the traffic in the State of Pennsylvania.

It is only fair to say that the credit for securing the reduction on the New York Central Railroad belongs largely to G. M. Rogers of the *Cleveland Plain Dealer*, who initiated the proposition with the New York Central officials and carried it to a successful conclusion.

The special committee of the New York State Publishers Association, consisting of Messrs. Barnum, Butler, Gannett and Hecox, has been largely instrumental in securing postponement of the proposed advance in New York State.

Negotiations are under way with the lines operating west of Chicago and certain lines in the South to secure reductions in the baggage rates in those territories.

2nd—The department was successful in

securing a favorable decision from the New York State Commision and the Interstate Commerce Commission in connection with proposed advance in baggage rates by the Olean, Bradford & Salamanca Railway which line attempted to raise its rates from 35c to 50c per 100 pounds with a minimum charge of 15c per bundle. This increase if allowed to go into effect would have meant additional charges to members of approximately $1,500 per annum.

1st—The department has secured a reduction of $1.70 per ton in the rate on newsprint paper from New York State to Roanoke, Va. This will mean a saving to our members at that point of approximately $2,500 per annum, and in addition thereto the carriers have promised to submit to the Interstate Commerce Commission an application to refund the excess charges collected since Oct. 1, 1924, which will amount to more than $6,000.

2nd—A reduction has been secured of 70c per ton in the rate from Glens Falls and Corinth, N. Y., into Middletown, N. Y., which will save a member at that point approximately $250 per annum.

3rd—The department has also secured the promise of a reduction in the rates from the same New York points into Kingston, N. Y., of 50c per ton which will undoubtedly become effective in the near future.

4th—A reduction has also been obtained of 80c per ton in the rate from Ottawa, Can., to Brockton, Mass., which means a saving of about $900 per annum to one member at that point.

In addition the traffic department has presented to the carriers numerous other individual cases of misalignments in rates and in some cases has secured promises of reduction while in others it is still negotiating. The principal cases of this nature are rates from the Pacific Coast into Texas, Oklahoma and New Mexico points, and rates from New York State producing points into Albany and other points in that vicinity.

In the report of the traffic committee submitted at the annual meeting last April, reference was made to the endeavors of the carriers to alter the description of cores. This proposition was revived last Fall. Your traffic manager appeared at several meetings of the classification committee and an agreement with the carriers has been reached for a description which will have the effect of enabling the carriers to rectify the objectionable situation with which they were confronted, and at the same time will result in no increased charges to the newspaper publishers.

In that same report reference was made to the question of proper rates on carload shipments of paper winding cores. It will be recalled that the Interstate Commerce Commission, based on a complaint of certain publishers, ordered the establishment of the sixth class rates from a few specific points but this decision did not apply to points in Canada. In October of last year this department took up with various carriers the question of making voluntary reductions based on the newsprint rates applicable in the reverse direction, and has met with a considerable measure of success. Rates on this basis are now in effect from Chicago, Milwaukee, Detroit, Cleveland, Dayton, Indianapolis, Louisville, St. Louis and Cincinnati. Negotiations are still pending with carriers as to similar rates from other points where there is a carload movement of cores and there is little doubt that the department's purpose will be accomplished. There is no accurate data as to the amount of traffic involved but it is estimated that this will save the publishers several thousands of dollars per annum.

The department secured substantial reductions in the less than carload core rates for certain small papers in New England coupled with a refund of the excess charges assessed for the past two years, and now has before the Southern and Western lines propositions for reduction in the less than carload rates on cores which, if granted, will be of advantage to most of our members. It is intended, as soon as the carload rate proposition is disposed of, to approach the carriers for a reduction in the L. C. L. rates in the Eastern and Central territories.

Another matter in which this department was able to be of considerable assistance to members was in connection with a recent attempt of the N. Y., N. H. & H. R. R. to coerce the trucking companies in New York to set a minimum figure below which they would not contract with the New York City publishers. The matter reached the stage where the carrier served notice on the trucking company that, unless it would agree to establish this minimum charge, it (the trucking company) would lose its contract with the carrier. If this attempt had been successful, it would have meant additional trucking costs for members in the City of New York of approximately $20,000 per year. However, in cooperation with a committee of the New York publishers, the department succeeded in having the New Haven Railroad temporarily withdraw its notice and it is hoped that it will not again be revived.

Effective Dec. 1 the service of auditing freight bills for our members was established, and for the months of December, January and February 7,100 freight bills were audited, and 71 claims for overcharge and reparation, many of which have already been collected, were filed with the carriers.

The question of rates on printing ink in less than carloads has also been receiving our attention. The National Association of Printing Ink Makers has filed a complaint with the Interstate Commerce Commission attacking the present ratings in Eastern and Western territories. The department intervened at the hearing, which was held on March 12 in order to assist the manufacturers in an endeavor to secure reductions which will, in a great many cases, accrue to our membership, particularly the smaller papers which buy ink in L. C. L. lots.

Other matters have come up during the past six months in which it was necessary for your traffic department to appear at public hearings before various freight associations to protect the interests of the membership. One of these was an attempt on the part of the New England lines to increase rates on paper winding cores within the New England territory. Another dealt with the proposed amendement of the classification with respect to the requirements for bundling shipments of old newspapers and scrap paper.

In addition to these major activities, it has also handled numerous other matters looking to the protection of members, the details of which will be omitted here.

Summing up the situation, experience up to the present seems to indicate clearly that the field for doing constructive work for members in traffic matters is practically unlimited. As yet the surface has been barely scratched and it is firmly believed that at the next Convention, a more substantial record of accomplishment can be submitted.

W. J. MATHEY, Manager.

REPORT OF THE MECHANICAL COMMITTEE

THE new mechanical department, which was authorized by this convention one year ago, and which, with the new traffic department, has been inaugurated as the result of the increased funds now available to our Association, came into actual being in November last, under the management of W. E. Wines, who at that time was associated with the Extension Work of the University of Wisconsin; earlier in Mr. Wines' experience he had been associated with the Chicago Tribune, Minneapolis Tribune and New York Times in connection with their manufacturing activities.

In considering the accomplishments of this new division of our work thus far, it must be borne in mind that your Committee and Mr. Wines have been confronted with the problem of creating a wholly new thing—with one exception, nowhere in this country, so far as I know, is there what might be termed a consulting newspaper engineer, having no interested collateral affiliations, although there are men of ability associated with the various newspaper equipment manufacturing companies. As in building any new thing, we have had to start at the foundation, and we hope and believe that we have built well what we have done.

As the structure rises it must be, first of all, efficient and wholly adequate to the needs of this association, but your Committee asks you to remember that we have, in the past six months, made only a beginning, and your suggestions for future direction are requested.

Your Committee will leave to Mr. Wines the privilege of telling you what has thus far been accomplished, and immediate plans for the future.

GEORGE M. ROGERS, Chairman.

A. W. Fell	John W. Park
Chas. F. Hart	Hawley Quier
F. H. Keefe	Timothy Beacom

REPORT OF THE MANAGER OF A. N. P. A. MECHANICAL DEPARTMENT

THOSE of you who attended the convention at French Lick last Fall may have some recollection at my attempt to discuss and vaguely outline the plans and aims of the mechanical department. It was a decidedly difficult task because the Mechanical Department then had no real existence. It was little more than an idea in the minds of those who sponsored it, and even those closest to it and most interested in its success had no exact ideas as to how the department and its work should be developed.

The situation today is very decidedly different. Not only have we made a real start and have, we hope, a few worthwhile accomplishments to our credit, but (and this is very much more important) the path along which we should proceed and the lines along which the work of the mechanical department should be developed are much more clearly defined. Whether or not our progress and accomplishments have been satisfactory, is left to your decision. The membership of this association is logically and rightfully the final judge of the measure of the success of any of the association's departmental activities.

You are all aware, of course, of the activities of the Mechanical Department which have manifested themselves in the form of bulletins or circular letters which have been delivered to you through the mail. It is not, therefore, necessary to devote any time to these items further than to say that that the bulletin on the dry mat, in particular, met with an apparently very cordial reception and that requests for about forty additional copies were sent in by our members for the use of their various mechanical staffs.

The dry mat bulletin touched upon and discussed briefly a matter of considerable pecuniary interest and importance to newspaper publishers, namely, the lengthwise shrinkage of the dry mat and its relation to and effect upon advertising revenue. It was suggested in the bulletin that a large but possibly unrecognized loss in advertising revenue may be associated with the use of dry mats.

Another service which the mechanical department has been rendering to the membership is the answering of specific inquiries. Up to the present time nearly ninety such inquiries have been received. These questions cover a wide range of subjects and are always welcome. Each inquiry, after a satisfactory answer has been obtained to it, adds something to the store of information in the files of the department which is immediately available to other members upon reque
Another reason such inquiries are w
come is that they furnish clues as to m
ters that are of interest, and in many ca
the subject matter of the inquiry is
such general interest or fundamental i
portance as to suggest profitable fie
for the extension of the department's
tivity.

A number of letters have been
ceived relating to topics directly connect
with printing, or it might be more sp
cific to say quality of printing. These
quiries open up a vast field of investig
tion as to the physical properties of pa
and the relations existing, or which sho
exist, between ink and paper in order
make possible the production of a sat
factorily printed newspaper. One speci
subject which has appeared several tim
in correspondence is the covering pow
of ink, or to put it more concretely, h
much ink should be required to pr
some definite number of pages. Anot
point in connection with printing wh
has been brought up is the annoying a
prevalent disposition of ink to stri
through the paper and show on the
verse side. Touching on these matters
department has had some slight cor
spondence with the Bureau of Standa
in Washington and has obtained from
and also from the Technical Associat
of the Pulp and Paper Industry, so
publications containing technical inform
tion on the testing of paper and ink.

Another important matter which
engaged attention is that of establishi
a standard thickness for electrotypes a
other plate matter sent out by advert
ing agencies. This undertaking is
outgrowth of an inquiry received fro
member. That a standard thickness
electrotypes, which will permit the use
a base of standard height, is someth
to be desired, needs no argument. St
a standard would be of advantage b
to the newspapers and to the adv
tisers.

Ink rollers and press blankets
subjects concerning which considera
interest has been manifested and wh
have appeared with such frequency
letters of inquiry as to prompt the se
ing out of a rather considerable num
of letters asking for reports as to
experience of pressmen in various offi
with different sorts of rollers and bl
kets. Although much remains to be d
in this direction, nevertheless considera
valuable information, particularly w
regard to rollers, has been collected
some of it is fairly conclusive.

A few days ago a long letter was
ceived from the business manager o
western paper on the subject of the ba
weight of paper. He presented a
cussion of the merits of the system
checking basic weight from product
as compared with the method of find
the weight of a sample sheet of defi
size. This correspondent suggests t
this is a matter worthy of attention
investigation on the part of the A.
P. A., in which suggestion your mana
heartily concurs.

Several letters have been received b
ing upon such subjects as—choice of t
faces for body matter; column widt
and column rule sizes. Such inqui
suggest that it would be desirable to p
pare a bulletin dealing with the it
mentioned and their relation to the e
nomical utilization of white paper.
may be that such a study, includin
careful consideration of the factors
volved, will point the way to a desira
page width, based on economic
mechanical conditions. It is rather g
erally admitted that a standard p
width which, in turn, would permit sta
ard paper roll widths is highly desira
nd that such a standard would be of
vantage to both publishers and pa
manufacturers.

The largest project of the departm
probably the most important that has b
placed on its program, is the investigat
of news print waste. Work on this p
ject has been only recently inaugura
and it is perhaps not too much to say t
it will never be completed because ne
print waste, like the poor, is always w
us. The reason for placing this in
tigation on the program at this time
spite of the magnitude of the undertak

is the enormous amount of money involved and the very great saving which can be effected for our publishers if the work is prosecuted vigorously, intelligently and successfully. Reports covering various periods prior to March 1 have already been received from about 115 of our members, with promises that a larger number will report at a later date.

In the preliminary letter which was sent out to start this investigation, the statement was made that news print waste cost members at least $5,000,000 per year. The total annual news print consumption of our membership is at least 2,500,000 tons. It was assumed that news print waste would average 5 per cent, or 125,000 tons per annum. A fair average figure for the cost of print paper delivered in the pressroom is probably not far from $70 per ton. If an allowance of $10 per ton is made for the re-sale value of the waste, the net cost of all paper wasted will be $60 per ton. At $60 per ton 125,000 tons amounted to $7,500,000. In order to be on the safe side, the waste percentage was reduced from 5 per cent to 4 per cent and its net cost figured at $50 per ton, thus arriving at the figure of $5,000,000. It is entirely probable that it exceeds this figure. This belief is justified by the statement of one of the large paper companies that the average of total waste of all classes for twenty-three publications reporting to it during the year 1926 is 4.54 per cent. In evaluating this in money this company uses a figure of $72.50 per ton.

To what extent this waste can be reduced is of course problematical and at the present time is largely a matter of opinion, but it is believed that a 20 per cent reduction is possible, or, in other words, a saving of $1,000,000 per year. But even if this may be considered a piece of wildly extravagant optimism and the figure be divided by five, there is still the lure of a possible saving of $200,000 per year which is certainly well worth going after.

An inspection of the reports which have been received thus far furnishes food for thought and even for speculation. One of the most noticeable points is the wide variety and range of the percentage figures both for individual classifications and for grand totals. Some of the figures are so low as to raise reasonable doubts as to their accuracy. In this connection a letter recently received from the superintendent of one of the larger papers, who has devoted considerable time and attention to this matter of news print waste, is quoted:

"Not from experience here but from talks I have had with others who are interested in reducing waste figures to the minimum I think 'accuracy' should be stressed. I am inclined to believe that there are many in charge of pressrooms who will give a publisher whatever waste percentage he desires. I know of a case here in this city where this situation was disclosed within the past few weeks and I am inclined to think that it would become more prevalent as a result of the information disseminated by your office unless you will impress upon the publishers that your work is valueless unless they insure accuracy in reporting."

Upon examining the reported figures a little more in detail, wrapper waste is found to vary from .75 per cent to 2.50 per cent. These are the extreme figures, but even if left out of consideration there is still a variation running all the way from 1.1 per cent to over 2 per cent. There is, to be sure, an idea abroad that a reasonably heavy wrapper is necessary to properly protect the white paper from damage, but it would appear to even a casual observer, who devotes any thought to the matter, that there is not liable to be any good reason for a 100 per cent variation in wrapper weights. Furthermore, if a heavy wrapper is used in order to protect the white paper, then it would follow that the papers reporting a high percentage of wrapper weight would show a low percentage of transit damage and vice versa. But a further inspection of the figures discloses that there is no relation whatever between the percentage of wrapper weight and the percentage of transit damage. For example, a paper reporting a wrapper waste of 1.89 per cent claims to have transit damage of only .06 per cent, whereas a paper reporting wrapper as 2.41 per cent, reports transit damage as 2.36 per cent. We are therefore driven to the conclusion that the necessity for a heavy wrapper to protect the paper during shipment and handling is somewhat a delusion.

Experience and observation, fortified by the figures offered in evidence, leads to the belief that transit damage depends in a much greater degree on the care and facilities employed in the transport and handling of paper than it does upon the weight of the wrapper. One thing is very much needed and would prove beneficial, and that is an education of all the men handling paper to the end that they might better appreciate and realize that roll paper is both valuable and fragile, in spite of the fact that it may appear otherwise. Many plants have, to be sure, most excellent facilities for unloading paper at the pressroom, but it is probable that in many cases paper is severely damaged in transferring it from the freight car to the truck.

The following qotation from a letter from a paper mill man pertaining to this subject is illuminating:

"We have never adopted any particular method except that we have put heavy flexible end bands on the edge of the rolls. The best thing we ever used was a strip of good sulphite, but as this was too expensive a proposition, we were forced to drop it. At present, we are putting on the regular wrapping with an extra band crimped over the end."

Local conditions have a very important bearing in determining what is a fair and reasonable percentage of waste for any particular paper. This observation applies particularly to the items of core waste and printed waste, or, as it is frequently called, papers spoiled in printing. It is therefore much more difficult in these items to set up any figures which may be called reasonable and which may be justified on any logical basis. In spite of these limitations, however, it does appear rather astonishing to find core waste reported all the way from .05 per cent to 2.42 per cent. These again are extreme figures. Leaving them out of consideration, the reports show that core waste varies from .10 per cent to 1.25 per cent.

Printed waste figures also vary over an extraordinary range. The minimum reported is .07 per cent, which is suspiciously low, to 4.41 per cent which is abnormally high. Other figures run all the way from .05 per cent or less to over 2 per cent. To make any intelligent diagnosis of these figures, merely on the face of the returns and unsupported by collateral information, is well-nigh hopeless. Printed waste depends almost entirely upon local conditions and local men and upon the interest these men take in keeping this expense item at a minimum. An important exception is the fact that defective paper may run this item up to an astonishing and serious extent. It is too much to expect any paper mill to turn out 100 per cent perfect paper at all times, but experience demonstrates that the proper sort of intelligent co-operation between the mill and the pressroom will in most cases have a very salutary effect upon the quality of the paper. Vague and generalized complaints as to the quality of paper are not apt to be particularly conductive to a change for the better, especially in view of the more or less prevalent tendency among pressmen to blame a large percentage of their troubles on the paper mill. Constant, intelligent supervision is necessary if the percentage of paper spoiled in the pressroom is to be kept at a minimum.

In Mr. Thomason's presidential address to the 1925 Convention occurs this statement: "We could effectively sponsor meetings of our mechanical men." Encouraged by this and fortified by a conviction that a conference of this sort would be productive of valuable results, your manager made the suggestion to the Committee that such a conference be held this year. The subject was placed before the Directors at a meeting held in March and it was approved, with the suggested qualification that the meeting be held in May or June at some city in the Middle West. In order to get some line on the sentiment concerning such a conference, thirty or thirty-five letters of inquiry were sent out, the majority going to offices previously corresponding with the Department, asking for opinions as to such a meeting. A great majority of the replies have endorsed the idea, the remainder being either not in favor or merely neutral. An abstract of the proceedings of such a conference, published in bulletin form, should prove a contribution of very great value to our fund of information on mechanical subjects.

It is not the intention that this conference should be participated in only by those papers who have on their staffs recognized mechanical superintendents. Business managers, composing room foremen, pressmen, and stereotypers are not only invited but urged to attend.

The department has endeavored to learn of and to keep in touch with all new developments in the mechanical line which are or promise to be of interest to members. Among these are a new dry mat which is now being developed by an organization in the Middle West; a device for inspecting finished metal surfaces developed by the Packard Motor Car Company, which may be of use in testing the surface of paper; two new molding machines; some developments in press blankets; a device for changing rolls while the press is at full speed; and a new stereotype plate-finishing machine which, if it proves a success, will produce a much more accurate stereotype plate than we now obtain. It may be worth while to mention that your manager has attended a meeting of the American Society of Mechanical Engineers' Committee on Printing Machinery and has arranged to co-operate with them in the effort which they are making to improve and standardize the design of printing machinery.

In conclusion, thanks are again expressed to all who have in any way contributed to the success of the initial efforts of this department and members are urged to utilize its services, because it will increase in value very largely to the extent to which it is used by the membership. I wish to repeat what I said at French Lick that the ultimate success of this undertaking depends as much upon the membership as it does upon the committee and the manager. It is my ambition to make this department the most valuable branch of the association's activities and if we all work together for this end, success is certainly assured.

W. E. Wines, Manager.

REPORT OF THE COMMITTEE TO NEGOTIATE NEW ARBITRATION CONTRACTS

At the fortieth annual meeting of your association, this committee submitted, for the approval of the convention a draft of International Arbitration Agreement which had received the tentative approval of the Executive Committee of the International Typographical Union, and after much debate, the tentative agreement was approved by the convention in the following resolution:

"Resolved that the proper officers of this association be authorized to execute an arbitration contract with the International Typographical Union in substantial conformity with that appended to the report of the committee on arbitration contracts."

Pursuant to this resolution, your committee revised the draft of tentative agreement in accordance with the directions of the convention, and then advised President Lynch of the International Typographical Union of its desire to confer with him. The engagements of this committee and of President Lynch did not permit of a conference until July 8, 1926, at which time Chas. H. Taylor, Edward H. Butler and the chairman met with President Lynch of the I. T. U. in Buffalo.

At this conference President Lynch accepted the changes made by our fortieth convention, but insisted that the tentative agreement be amended by providing for determination of the matters to be arbitrated in advance of local arbitration. In a conference extending throughout the day, your committee insisted that the modifications of the tentative agreement proposed by President Lynch negatived the entire spirit of that agreement, and could not be accepted. The conference adjourned with no agreement on this subject.

Subsequent to this conference, the result of the election of the I. T. U. was announced. President Lynch was defeated and ex-President Howard re-elected to the presidency of the international union. The four members of President Lynch's executive committee however, were reelected.

On the eve of the end of his term of office, President Lynch and the executive council submitted to the delegates at the annual convention of the union, held at Colorado Springs, Sept. 13, 1926, the draft of tentative agreement together with the amendments added by our convention.

In submitting this draft to the Union, the executive committee said:

"The executive council recommends the acceptance of the amendments as proposed by the publishers, which are in the main purely technical and corrective.

"The executive council also recommends that if approved by the convention, the agreement be referred back to the council with instructions to propose and insist upon a further amendment setting forth the procedure to be followed in event local publishers and the local unions cannot agree on the matters that are subject to arbitration.

If such an amendment proves possible the completed agreement to be submitted to the referendum."

Later, on the fifth day of the convention, the I. T. U.'s committee on arbitration reported as follows:

"The committee has also considered carefully the proposed arbitration agreement between the American Newspaper Publishers Association and the International Typographical Union and the code of procedure as outlined in the supplemental report of the executive council and approves the recommendation of the executive council that the amendments proposed by the publishers be accepted.

"The committee further approves the executive council's recommendation that if approved by the convention, the agreement be referred back to the council with instructions to propose and insist upon a further amendment setting forth the procedure to be followed in event local publishers and the local unions cannot agree on the matters that are subject to arbitration.

"If such an amendment proves possible the completed agreement to be submitted to the referendum."

By vote of 160 to 133 the report of the union's committee on arbitration was adopted.

Thereafter the executive committee of the union submitted to your committee a proposed amendment to section three of our tentative arbitration agreement providing that arbitrable points might be adjusted locally in advance, and failing in that, by the president of the I. T. U. and the chairman of the special standing committee of the A. N. P. A.

To this proposal the chairman of your committee replied as follows on Nov. 1, 1926:

"You can be quite sure that I regret that a further conference concerning the arbitration agreement which President Lynch and I framed could not be had while he was still in office. However, a desire of the union to change the tentative arbitration agreement in those provisions, which represented our understanding of a compromise upon the most vital of its elements, has made it appar-

ent that little could be hoped to result from further conferences.

"As I see it, the amendment of the proposed arbitration agreement suggested by your executive council negatives the whole theory of the agreement. I cannot see that the definition of section three of the proposed agreement, as submitted to the convention of the A. N. P. A. in my report last April, in any way supports the union's present desire to abandon the arbitration structure set up in the proposed agreement and go back to the arbitration method in which the difficulties that arose under our former agreement originated.

"Be sure that as chairman of the A. N. P. A.'s committee to negotiate arbitration agreements I shall always be glad to discuss fully with you any phase of our negotiations, but I cannot see that our time would be well spent trying to get together on the proposal of the union to undo the whole job that I thought President Lynch and I had accomplished."

In January President Howard advised the chairman of your committee that he expected to call upon him at an early date "to discuss the work of completing negotiations for a new arbitration agreement."

We have pursued the effort to arrive at a workable arbitration agreement to the point where we feel that further discussion with the union, in view of the action of its 1926 convention, would be fruitless. We are, however, still firmly of the conviction that this negotiation should be vigorously pursued, and that the Typographical Union will eventually concede the wisdom of an arbitration agreement which recognizes the futility of a working arrangement based upon the inviolability of union-made laws in the operation of publisher-owned composing rooms. In the opinion of your committee, it is highly desirable that a new committee, with new personnel, be appointed to discuss this question further with the designated officers of the Typographical Union.

S. E. Thomason, Chairman,
E. H. Butler,
E. H. Baker

REPORT OF SPECIAL STANDING COMMITTEE

IN the fiscal year ending March 31, 1927, 162 new contracts between members of the A. N. P. A. and printing trades unions, were reported to the Indianapolis office as follows:

Typographical	66
Pressmen	43
Stereotypers	31
Photo-Engravers	14
Mailers	8
Total	162

Twenty-two of the 162 new contracts made no change in wage scales.

In addition to the 162 new contracts there were 64 old contracts continued in effect without change in wages or working conditions.

Of the aggregate 226 wage scales 86, or 38 per cent were continued without increase in the fiscal year.

The total number of contracts on file in the Indianapolis office March 31, was 565. Of this number 304 will expire before April 1, 1928.

The special standing committee furnishes to publishers entering wage negotiations, a complete scale analysis and survey. This involves an individual study of each case. An effort is made to furnish complete and accurate data on all factors involved.

During the past fiscal year, 159 original surveys were sent out. Duplicates (not included in the total) were furnished each member of the A. N. P. A., in each city concerned. A total of 1,903 graphic charts accompanied the typewritten data.

There were 6,089 letters and 736 telegrams dispatched from the Indianapolis office in connection with routine work.

An immense amount of codification of contracts and of the wealth of data in the files of the special -tanding committee has been accomplished. Much more remains to be done.

The codification of contracts is nearing completion. The amount of detail work is large. There are 565 contracts ranging from 10 to 70 sections. The classifying of these sections under the respective subject heads involves many thousands of items. Codifications, both as to contracts and as to other data, constitutes a huge reservoir of work, the draining of which absorbs any spare time of staff members which may result from a temporary lull in routine work.

We commend the loyal co-operation and energy which characterizes the clerical staff of the Indianapolis office in this big undertaking.

During the past year letters have been received from individuals and resolutions have been passed by regional associations urging that contracts be published in full in A. N. P. A. Bulletins.

The sentiment is not unanimous. Communications were received which expressed the opinion that the convenience would not be sufficient to justify the expense.

There is considerable foundation for the latter viewpoint. Nearly every contract contains numerous lengthy sections concerning subjects over which marked controversy seldom arises. Such sections contribute heavily to the expense of publication while adding no information of value to the published data.

If the publication of more detailed information concerning contracts is desired by the membership it is the opinion of your committee that the most useful and convenient method would be to publish periodically in booklet form, for each of the trades, a codification of only those sections which are generally controversial in negotiations.

For illustration, such a booklet would have in one place all priority sections arranged alphabetically by cities; all foreman sections; all slide hours sections and so on through the list.

All sections of all contracts have been codified in this manner by the Indianapolis office. From the master books in which this data is classified any publisher can quickly be furnished any special information which it would not be considered necessary to publish regularly in the booklets.

There are at present 142 International Arbitration Agreements in effect between the I. P. P. & A. U. and the A. N. P. A. Many of these contain local continuing clauses beyond the expiration date of the International Agreement, which is December 31, 1927.

While there is no International Arbitration Agreement as yet with the I. T. U., a majority of typographical contracts contain some form of arbitration.

There were 225 typographical contracts on file at the Indianapolis office, as of March 31, 1927.

Of this number disputes arising under the contract are covered by arbitration clauses in	79	
Arbitration of a new contract (but no provisions for arbitrating differences arising under the contract) is provided in	5	
Arbitration of disputes arising under the contract and also arbitration of a new contract is provided in	78	
		162
Those providing no arbitration of any description number		63
Total		225

Out of the 162 typographical contracts providing some form of arbitration, I. T. U. laws and local union laws not affecting wages, hours and working conditions are exempt from arbitration in 84

I. T. U. laws are exempt from arbitration and no reference made to local union laws in.. 9

No exemption from arbitration of either I. T. U. laws or local union laws is provided in.... 69

Total 162

The special standing committee recommends that publishers refuse to sign contracts containing blanket requirements that the publisher must "respect and observe" local union laws and laws of the international union.

Contracts are underwritten by the I. T. U. if they contain a proviso that laws of the I. T. U. in effect on a designated date and laws of the local union not affecting wages, hours, and working conditions will not be subject to arbitration.

Contracts containing no reference to I. T. U. laws will not be underwritten by the I. T. U.

Some unions have submitted propositions for arbitration which contained "respect and observe" sections with reference to local union laws and laws of the I. T. U. The joint letters setting forth the arbitrable points in such cases have directed that such sections must conform to section 9 of the expired arbitration agreement reading as follows:

"Sec. 9. Local union laws not affecting wages, hours or working conditions and the laws of the International Typographical Union in effect January 1,——, shall not be subject to the provisions of this arbitration agreement, but all changes in and any new International Typographical Union laws thereafter adopted that affect wages, hours or working conditions shall not be operative until accepted by the International Board of Arbitration. All differences regarding or arising under such laws shall be referred to the International Board of Arbitration. Provided, that International or local laws enacted subsequent to the execution of an individual arbitration or local contract shall not affect either contract during its life, except by mutual agreement."

Of the 225 typographical contracts on file publishers have agreed to "respect and observe" I. T. U. and local union laws in	110
They have agreed to "respect and observe" I. T. U. laws, without reference to local union laws in	21
They have agreed to "respect and observe" local union laws without reference to I. T. U. laws in	4
Specified laws are set forth in contracts without further reference to laws in	3
A specific negative with reference to union laws is contained in	1
There is no mention of any union laws in	86
Total	225

Out of 115 stereotyper contracts on file March 31, 97 make no reference to union laws.

Out of 31 photo-engraver contracts, 30 make no reference to union laws.

Out of 32 mailer contracts, 18 make no reference to union laws.

Pressmen contracts are universally silent on union laws.

There are a number of oral understandings between Publishers and Unions which govern relations. These are not included in the foregoing data, formal contracts only being considered.

Early in 1926 a Pacific Coast Union submitted for arbitration a proposition containing a section which provided vacations-with-pay. A deadlock of several months resulted in agreeing upon the joint letter. Your committee refused to designate vacations-with-pay an arbitrable point on the ground that such things constitute a gift the same as a Christmas turkey. It would be as reasonable to arbitrate whether or not a Christmas fowl be furnished and if so what it should weigh.

Vacation-with-pay is a subject only for conciliation and will not be designated an arbitrable point. It exists in very few jurisdictions and where it does exist it is usually under arrangement whereby the remaining members of the staff get out the work without any substitutes being put on to cover the situations of vacations.

Much discussion, editorial and otherwise, concerning the five-day week f lowed the A. F. of L. Convention in D troit, which gave birth to a resoluti reading in part as follows:

"For economic as well as humanitarian reasons the time has arrived when the *number of days worked* per week should be reduced."

Affiliated unions were instructed make every effort to shorten the wo days per week. Many laudatory speech were made by prominent labor offici concerning Ford's five-day policy, u it was discovered five days' work me five days' pay except in cases where t worker could produce in five days wh he had formerly produced in six days.

Members of printing trades unions m avail themselves of a five-day week a time under that provision of their la which reads:

"Foremen shall not designate any particular day, nor how many days a member shall work in any one week."

It is apparent, however, that the u is for a five-day week at six days' p and without any increase in productiv On this basis the progress of the fi day week will, in all probability, be sl and uncertain.

When and if a period of depress occurs there may be an impetus given five-day week that is more apparent th real. In other words, there may be ma industries which, like the Ford insti tions, will consider it advantageous reduce their pay-rolls one-sixth. Wh and if that happens a majority of printing trades unions will commence clamor for recognition of the five-d week.

Any adoption of the five-day w which may be cited as a reason adopting it in the publishing indus should be scrutinized carefully.

President George L. Berry of the I. P. & A. U. is the one labor leader in printing trades who has publicly pressed himself in opposition to the fi day theory. In the "American Pressma for February, he states in part:

"The International Printing Press men and Assistants Union of Nort America has very frankly declare that it does not consider the tim propitious to even think about a fur ther reduction in the work week."

There were six strikes during the p fiscal year as follows: Charleston, Va. typographical; Cincinnati, Ohio, pographical; Parkersburg, W. Va., ty graphical; Hagerstown, Md., pressm and stereotypers; New Orleans, pho engravers. There were nine strikes d ing the fiscal year ending March 31, 19

At Charleston an authorized strike f lowed an ultimatum from the union t the publishers must grant the excess union demands at a given hour. B papers suspended publication for th days. Operations continue open shop date.

The Cincinnati and Parkersburg stri were illegal and of short duration.

The Hagerstown strike followed wage dispute. Operations continue op shop.

At New Orleans, the I. P. E. U. qui ly organized the open shop Photo-E gravers employed by newspapers. R ognition of the union was demand when the time seemed opportune. T the time was not opportune is eviden by the fact that operations continue op shop.

There were four sessions of the Int national Arbitration Board, one be held in New York City.

I. T. U. cases were:

A scale appeal from Denver and d ferences between the president of I. T. U. and chairman of the S. S. concerning joint letters on arbitra points for El Paso, Los Angeles (M ers), San Francisco, Seattle, and Spri field, Illinois.

I. P. P. & A. U. cases were appe from local arbitration awards in Toro and Oklahoma City.

One I. S. & E. U. case was heard being an appeal from a local arbitrat award in San Francisco.

Harvey J. Kelly, Chairman

REPORT OF THE A. N. P. A. COMMITTEE ON OPEN SHOP

SINCE the last annual report of the open shop department of the A. N. P. A. six daily newspapers have been added to the roster of the open shop—five in the composing room and one by way of the press department. These plants are now being run successfully on that plan.

In addition to the cities that have had trouble with the unions, several local unions have asked the International for strike sanction. In only one case was this granted. The sanction was not used. The union at the last minute agreed to accept the publishers' offer and continue at work without resorting to the strike weapon to try to gain what, at least, could only be considered a problematical victory. In this case the union showed rare good judgment, as the newspapers were ready to go to non-union shops and had made preparations along that line.

In the other cases where strike sanction had been asked for, the disputes have either been settled by the men's acceptance of the offers made by the publishers or by their continuance at work without contracts. There have been quite a number of the latter.

Only one city of size has made a contract for a lower wage scale. Miami, Fla., gives us that anomaly. The Miami local union had the distinction of enjoying the highest scale in the newspaper field. After the real estate boom exploded it was deemed expedient by the publisher of one of the dailies to reduce the scale. The union strenuously opposed that move, but finally acquiesced and a new scale was signed at a decided reduction. Several other Florida cities will face the same situation on the expiration of the present contracts, and lower scales may be looked for on papers in those cities. In the meantime mechanical forces have been reduced to the lowest possible point.

Requests from several cities have been received asking that crews be assembled and held for quick call. This is a wise move in cases where the situation seems to demand that publication be continuous. These crews were not needed, and after being held for a short time were released.

A dispute occurred in the pressroom of one of our Canadian members regarding the time the men should take lunch. A walkout was threatened, but President Berry, with his usual good judgment, instructed the men to keep at work, and refused to sanction a strike. The matter is in process of adjustment at this time.

On one of our member newspapers in a southern city the union had succeeded in obtaining a foothold. A walkout was called and several men responded. With the assistance of men from the job offices and another newspaper very little inconvenience was suffered, and in a few hours competent men were on the way from this office.

To a great extent the newspapers in a city control the complexion of the labor employed, not only in their own plants but in the job offices. This is illustrated in a city where a strike occurred during the past year. A solid union town, both newspapers and job plants, January, 1926, the two papers had trouble and lost their forces. Reorganization took place and both papers have fine crews of non-union men. Since the trouble on the newspapers, several of the job shops have declared for non-union or open shops and are running on that plan.

Greater attention should be given to apprenticeship training. Trained mechanics are an asset to the printing business. Through thoroughly trained apprentices the employer profits by getting full value for what he pays, without increased cost through waste, spoiled work and excessive labor turnover. Less time of the foreman is required by the boys who come from our efficient schools than has to be given to those taken on in the plant and allowed to train themselves. All sections of the country report a lack of trained workmen. Unskilled labor is fairly abundant, equal to the demand. A publisher asked this question: "Why are there not more boys and girls being trained in the business?"

There is a great need for skilled men for foremen, make-ups, etc. At the present rate of educating apprentices there will be a still greater demand at the top of the profession, and practically no boys coming up from the bottom to fill the places made vacant from various causes. The publishers of the country are delinquent. They are too often satisfied to let the other fellow educate the boy.

There has been a radical change on the part of the unions in the last few years in their relation to this question, brought about very unwillingly by the progress being made in the few independent schools now existing. But the unions still hold fast to the wasteful system of holding back the boy—five years to educate a boy that our schools have demonstrated time and time again can be done in one-half the time. By holding fast to the union idea the boy is forced to waste from two to three years of the most valuable years of his life. And in connection with this the available supply of labor is held down to the minimum, forcing the employer in many cases to take on men at full scale that are not worth more than sixty or seventy per cent. What are the publishers as a class going to do about this deplorable condition? Are publishers taking full advantage of the facilities now existing to train young men? You are helping pay for these schools. Are you sending likely boys and girls to be educated? Each and every newspaper in this Association should send at least one boy during the year to the school nearest his territory, and charge the expense to promotion. Think what that would mean to the mechanical departments of the daily newspapers in five years.

There is a decided trend in all labor unions towards a shorter week. If this is brought about it will mean that more men will be needed. A consensus of opinion of leading industrial organizations on this subject is that it will decrease volume of production; increase the cost of living; inflate wages, and ultimately result in great injury to the country generally.

Our office receives many letters from publishers asking for information as to what they will gain by refusing to make future contracts with the unions. One thing that the employer gains by operating his plant on the open shop or non-union basis is a force of more contented workers and a smaller labor turnover. And with more contented employees greater efficiency follows, as well as greater production, a larger measure of co-operation, and no lost production through strikes and lockouts.

A financier of considerable note says—"Every time you let a man give you less than full value for the wages that you pay him, you help to lower his wage and make it harder for him to earn a living. You can do a man no greater injury than to let him soldier on his job. The reason ought to be plain. The less work a man does, the less purchasing power he creates, which means a lessened number of people to ask for his services."

The claim by the union that the open shop means a decrease in earnings of the men is not borne out by the facts. Men who can deliver the product are frequently being paid higher wages in non-union plants than in union. And that is right. A man should be rewarded for honest effort, and proprietors of non-union plants realize this. The piece scale should be installed in every newspaper office where practicable. This can be done on all straight matter machines. The increase in production is astonishing. More production means a greater utilization of present investment. The piece system has been adopted by a few newspapers this year, and more will follow as the advantages are brought home to the executives. Under such a system the ambitious man obtains what he is justly entitled to and the lazy, shiftless operator receives pay for all that he produces.

The Open Shop Committee has been ready at all times to help members of the Association with advice as to the best method of changing union to non-union shops, giving the experience of publishers who are running on the non-union plan, and outlining the many advantages, both pecuniary and otherwise, to be obtained by the change. A letter or wire to the Chairman or any member of the committee, or to the executive secretary, will receive immediate attention.

The field of labor has been spotty for the last year. At times there has been an abundance of non-union labor available. But on the whole the demand for good men has been equal to the supply. In the newspaper field the great need is for trained executives, make-up and ad men.

CHAS. A. WEBB, Chairman,
Harry Chandler
Rowe Stewart
H. W. Flagg, Executive Secretary

REPORT OF COMMITTEE ON PRINTING TRADE SCHOOLS

DURING the past year the board of directors has approved your Committee's recommendation that another school be included among those to which contributions are made from the Printing Trades Schools Fund, with the result that the following schools have received contributions for students graduated during 1926:

Chicago Photo Engraver's Schools, Chicago.
Empire State School of Printing, Ithaca.
Pacific Northwest School of Printing, Spokane.
Southern School of Printing, Nashville.
Southwest School of Printing, Dallas.

There has also been contributed to the New England School of Printing the sum of $1,200 covering twelve students graduated April 1, 1927.

Careful consideration leads to the conclusion that an adequate charge for tuition should be made to secure real interest on the part of students, and therefore your Committee has not recommended to the Board of Directors the endorsement of schools which provide a free or nearly free course.

There has recently been inspected in addition to the New England School of Printing, at Springfield, Mass., the William Hood Dunwoody Institute at Minneapolis, which it is hoped will soon comply with all requirements.

The schools generally are neither union nor non-union. Most students, on leaving the schools, enter some small non-union shop, and work their way into the union shop, eventually becoming union men.

As you know, the printing trades schools assessment was eliminated Sept. 1, 1926, and all future contributions to schools must come from the Association's general funds. Your committee hopes the board of directors may find it possible to endorse its recommendation for a total distribution of approximately $30,000 per annum, to provide a contribution of $100.00 for each student graduated from such schools as may be approved by the Board.

Detailed financial statement follows, from which it will be noted that after all contributions have been made, there is in the printing trades schools fund the sum of $8,573.51, which it is estimated and hoped will be sufficient to meet contributions for the first six months of 1927.

This hope is based on the theory that the more students are graduated, the better it will be for the printing industry as a whole.

While the schools now in existence will, through gradual enlargement, meet the ever-increasing demand for compositors, there is still to be solved the problem of sufficient photo-engravers.

The bitterness of the fight waged against the Empire State School for Photo-Engravers has demonstrated to your Committee the importance attached to this step by the Photo-Engravers' Union.

On all sides, the need and advantage of training for mechanical men in newspaper work has been admitted.

It would seem that now is the opportune time to develop the work of your committee to include consideration of the training of mechanical superintendents. Newspaper publishing is getting to be more and more a matter of mechanical devices, and the growth of newspaper plants during the last few years has not succeeded in developing a sufficient number of men who can deal with the problems presented by the larger plants.

Your committee believes that some cognizance should be taken of this factor, and that some means should be found for the training and development of newspaper mechanical men. The ability to develop this idea, however, depends on the individual generosity of publishers.

Such a newspaper institute as the committee has in mind, it is believed, can only be established by individual subscriptions from newspaper men who feel that some form of recognition of our great profession is due from those who have been successful in it.

The co-operation of Cornell University has been secured, and a plan worked out, more or less informally, which would assure a complete education in newspaper mechanics.

No electrical engineering school stands higher than does Cornell. It has a school of mechanical engineering which ranks with the first three schools of Mechanical Engineering in the United States.

The plan of your committee is to develop a school for printing mechanics at Ithaca; to establish there a complete newspaper plant and laboratory; and to arrange for third year students at Cornell, who may desire an engineering degree in printing mechanics to do their practical work at the Institute.

Between the newspapers of the United States and the larger printing plants, your committee feels that ample support can be obtained so that a profession ranking fifth in size, and first in influence, may meet its obligations to those who are to follow us. Your Committee believes that in addition to supplying mechanical knowledge, a more important purpose may be accomplished, namely the creation of an ideal, and an understanding of the greatness of our profession—newspaper publishing in its highest form.

There is a general feeling throughout the publishing world that the days of easy money are past, and that newspapers must be prepared to earn, through economy and economical production, and that untrained men cannot help but hinder the solution of such problems as will be presented in the future.

Your committee confidently expects to have the full support of the membership in the work along this line, now being undertaken. The plans for such undertaking will be presented to you when sufficiently developed, and it is hoped, will lead to the establishment of an institution which will be of untold value and benefit to newspapers all over the country.

VICTOR F. RIDDER, Chairman,
Benjamin H. Anthony
J. D. Barnum
F. J. Burd
Frank E. Gannett
Wm. F. Schmick
Chas. A. Webb

WILLIAM F. KIEST

William Frederick Kiest, 63, secretary of the Dallas Times-Herald Publishing Company, and brother of Edwin J. Kiest, publisher of the *Times-Herald*, died at his home in Dallas April 21. He had been in ill health several years. Mr. Kiest is survived by his wife, sister and two brothers.

REPORT OF THE POSTAL COMMITTEE

YOUR Postal Committee has many things of interest to report—some of accomplishment and some of regret.

Since the annual meeting last year, the joint postal sub-committee of Congress, which was created by the Act of Feb. 28, 1925, completed and presented its report to Congress. Because of differences within such Committee itself, no recommendation was made on second class postal rates other than that in the preliminary report of last year, which recommended a reduction in the existing transient rate.

Following the presentation of the joint sub-committee's report, its recommendations were included in a series of postal measures which were introduced in the House and passed by that body. When these measures reached the Senate, the Senate Committee on Post Offices and Post Roads grouped them all into one bill, and included an amendment providing for the restoration of the 1920 rates on second class. It reported that bill to the Senate, where it passed towards the close of the session. The measure then went back to the House and was referred to conference.

Only a few days before Congress adjourned, the conferees reported a compromise bill, in which they eliminated the 1920 rates and substituted therefor the 1921 rates on second class mail.

Because of the filibuster, which stopped consideration of all legislation in the Senate, no action was taken on the conference report and therefore no action was taken by Congress providing for a revision of second class rates.

The question, therefor, presents itself to the A. N. P. A. as to what our postal policy should be next year. In the opinion of your Committee, much was accomplished in bringing about a recommendation on the part of both Houses of Congress for a reduction in second class rates, even though that recommendation was not all that we desired. However, much as it left to be desired, it did represent clearly the attitude of Congress, which for the first time since 1917, has looked with favor upon a reduction in second class rates, whereas heretofore all proposals which have been given any countenance have been for increases in second class rates.

After giving a great deal of thought to the matter, your postal committee believes that the Association should continue to battle, first for a return to the 1920 rates for the general distribution of newspapers through the mails; and second, for the creation of a bundle rate, which will provide for fair compensation to the Post Office Department for handling newsdealers' bundles, where the only service performed by the Department is that of transportation.

Your committee also believes that newspaper publishers should, during the next few months, scan their galley lists with even greater care than before for the purpose of obtaining distribution of every pound of newspaper tonnage where possible by some other agency of transportation or distribution at less cost to the publishers than mail rates now charged or that may be expected to be charged in the future.

The reason for the above recommendations are quite clear to your Committee. In the first place, more than 85 per cent of all newspaper tonnage now distributed through the Post Office Department is distributed on rural free routes. Of this rural free delivery tonnage, a large percentage is not subject to railroad transportation charge against the Post Office Department because the routes start from a place of publication; and of the remaining, in many instances the publisher himself, since no credit is allowed for cartage, pays all transportation charges and with his own truck service delivers the bundles of his papers to the Post Office at places distant from place of publication from which the rural routes emanate.

On the present basis of operation of the rural free delivery routes, it costs the Government more to handle mail than it can ever hope to get from postage. Publishers themselves have demonstrated that they are able to establish a delivery service to rural residents that offers daily service that is faster and cheaper than the Post Office Department offers through the rural free delivery. A notable example of a publisher's own rural delivery service is found at Indianapolis where the *Indianapolis News* delivers nearly all its own newspapers within a radius of 40 miles of that city by motor truck offering house to house service at less cost than the $1.50 per hundred pounds as provided in the 1920 rates which we seek.

Of the 15 per cent of the newspaper tonage which does not go on rural routes, all but a small fraction is made up of newsdealers' bundles. For the transportation of these bundles, the Post Office Department pays the railroads less than $.15 per hundred pounds and charges the newsdealers more than $1.75 per hundred pounds. Your Committee believes that this is too great a spread between the cost to the Department and the charge made by the Department, even where in villages and towns the Department does distribute some of this mail.

The single wrapper copies which go through the mails are so negligible in volume that they should not weigh in the consideration of Congress as against the great bulk of our tonnage, particularly in view of the fact that the single wrapper subscriptions mean but little or nothing to a newspaper and the service performed by the Department in their case is far more of a service to the subscriber than to the publisher.

Other agencies of distribution and transportation, as well as the publishers' own delivery distribution and transportation systems, afford so much more favorable rates than the Post Office Department that if the publishers will avail themselves of these other agencies large savings can be made.

During the hearings before the joint congressional committee, it was demonstrated that many publishers are now trucking their papers distances as great as the Post Office Department used to carry them and at a cost to the publisher of about one-third that which he used to pay the Post Office Department. There are more than 500,000 miles of hard roads now available in the United States for such trucking purposes and new hard roads are being completed in excess of 50,000 miles a year.

The reasons for continuing to urge Congress for a bundle rate are quite apparent to your committee. In the first place the establishment of a bundle rate at a fair cost to the publishers will bring to the Post Office immediately from all parts of the United States a large volume of newspaper shipments that will give the Post Office substantial increased receipts with no extra cost involved for the valuable service that will be rendered to publishers and readers. If a bundle rate is established comparable to the baggage rates and express rates now in force throughout the country it will offer publishers an alternative for delivery service that will result in large savings on newspaper shipments where delivery is required over two or more railroads. Your committee does not believe that publishers are aware of the number of daily shipments that their newspapers require to reach newsdealers and how in so doing regardless of the length of the haul, each railroad involved is paid the prevailing baggage rate. The result therefore is that for relatively short hauls in countless instances in every state, publishers are paying two or three times the cost of the prevailing baggage rates and therefore making the total baggage bill much larger than the cost would be if the Post Office Department had a special bundle provision for newspapers within a zone of 150 miles from place of publication.

Under the proposed Post Office bundle rate provision publishers would pay one rate regardless of the number of transfers involved in reaching the point of destination within the zone.

Throughout the trying period of the war publishers of this country did not comprehend the necessity for proper organized resistance to demands for increased baggage and express rates with the result that today you have no uniformity in prevailing rates. Railroad shipments have decreased over the last few years, the motor truck in many instances has been substituted both for speed and economy in result. Railroads have attempted to make up for the loss by increased baggage rates. Now we are finding voluntary reductions being made by railroads in the Middle West from 60 to 50 cents while demands are being formulated by newspaper representatives in other sections of the country for reductions in rates that have been far out of proportion to the cost for service rendered but fortunately the good work now being done by our traffic department will be of great aid in remedying this situation.

Since every means of distribution for newspapers to subscribers has a bearing on postal rates for the same delivery purpose, it will be interesting to publishers to observe that baggage rates vary from 30 cents per hundred pounds in certain Eastern states to more than $1.00 per hundred pounds in Western states.

Express rates, on the other hand, range from $.50 per hundred pounds for intrastate shipments to $1.00 per hundred pounds for inter-state shipments, where the length of haul does not exceed 500 miles. If the railroads carried this tonnage for the Post Office Department, they would receive but $.15 per hundred pounds for it, while, on the other hand, the Post Office Department, if it carried it for the publishers would receive in excess of $1.75 per hundred pounds for the service.

While it is not likely that Congress would vote a bundle rate as low as the present lowest baggage rate, if we are successful in our efforts it is our belief that such a rate would not exceed $.50 per hundred pounds for the first and second zones or for shipments not to exceed 150 miles in length.

The political situation in Washington is interesting to our Association. The failure of the conference report to pass means that we must start anew on whatever legislation we seek at the opening of the next session of Congress. Post Office legislation, being revenue legislation, must originate in the House. The House Post Office Committee has committed itself to a reduction in second class rates. The Senate, both by its Committee and its own action, has also committed itself to such a reduction. The details of such a reduction, however, will have to be worked out by the next Congress and this presents an interesting problem.

The House is Republican and no death can change that fact. In the Senate, however, this situation presents itself: At the present time, there are 47 Democrats assured of seats in the Senate; there is one Farmer Labor man, and there are 48 Republican Senators, but of these two will find their rights contested when they present their credentials. Should there be any deaths on either the Republican or the Democratic side of the Senate between now and December, it is possible that the Democrats might gain control of the Senate and organize it; or it is equally possible that the Republicans who have a paper control by reason of the fact that the Vice-President is a Republican and in the case of ties can cast the deciding vote, may find their advantage, slight as it is, improved should some Democratic member die and a Republican succeed him.

Also, in the Republican list of senators, there are several who in the past have not hesitated to vote with the Democrats on organization matters, so it clearly can be seen that, at this time, it is impossible to forecast just what will be done next December when the Senate meets to organize.

Your Committee has one other recommendation. A number of new Congressmen and Senators were elected last fall. It is important that member publishers should get in touch with these men and give them the full benefit of our views concerning second class mail rates. Those members who will carry over into the next session are pretty well informed, but nevertheless, it would also be well if publishers should keep in touch with them while they are at home on vacation this year and continue to insist not only upon the reasonableness but the justness of our cause.

J. D. BARNUM, Chairman.

E. H. Baker, Louis H. Brush, Amon G. Carter, Gardner Cowles, Howard Davis, A. L. Fish, Homer Gard, David W. Howe, A. L. Miller, F. A. Miller, E. B. Piper, Chas. A. Webb.

REPORT OF THE PAPER COMMITTEE

IT has been the policy of your Committee to keep you acquainted through the medium of our bulletin service not only with various news items of interest, but with the volume of production, of consumption and of advertising, on a comparative basis. We have sought to supply you with all facts within our reach rather than to attempt to offer advice.

The prevailing high prices of the past have resulted in abnormal expansion with the result that temporarily, at least, we find a condition of over-production and consequently a soft market. Already steps have been taken by manufacturers with a view to preventing an open break in the prevailing price but whether efforts to that end may prove successful can not be foretold at this time.

We have had our lean years and our years of plenty recurring with great regularity and therefore may not expect the soft market condition of today to continue indefinitely.

As reported in our bulletins, approximately one-half of the Canadian production will be marketed by a new selling agency comprised of The G. H. Mead Co., Canadian Export Paper Co., Ltd., and St. Maurice Valley Corp. interests, which presumably has for its object the protection of the market during the period of over-expansion, but the effect of which in future years is problematical.

There has been no change in the contract price since the begining of last year, although it is generally reported that much of the product, through freight or other adjustments, has sold at a mill price of less than $65 per ton.

During the last few months spot newsprint has been freely offered at prices well below the standard price of $3.25.

Imports from overseas for 1926 amounted to 99,926 tons or approximately 25 per cent less than during 1925.

The first two months of this year, however, show an increase of such imports.

Information regarding the quality and availability of the product of overseas mills, many of which produce a very satisfactory sheet, is always available for the use of inquiring members. We cannot too strongly urge securing such information prior to making commitment.

It is interesting to note that during the past year Canadian production for the first time exceeded that of the United States by some 200,000 tons.

Total available supply was 553,629 tons greater than 1925, and it will be noted from the following tables largely increased capacity will be developed for some years to come. These increases will not be net increases should conditions that may be expected to come about, make it advisable to discontinue the manufacturing of news-print on some machines or divert some United States mills to other uses.

Consumption for the twelve months of 1926 maintained an increased tendency approximating the increase of production.

For the first three months of 1927 over the same period of 1926 the increase was 5.2 per cent. There has been a gratifying increase in publishers' stocks on hand since May 31, 1926, when stocks were at the lowest point of record, namely, 25 days' supply.

Newspaper advertising continued to increase in volume during 1926 until November and December. For the twelve months advertising, based on 120 newspapers in 29 major cities, increased 5 per cent over 1925.

Thus far for the months of January, February and March, 1927, advertising volume shows a loss of 2.6 per cent as compared with the corresponding months of 1926.

Your committee urges members to co-operate with our traffic department by seeing to it that all contracts provide that publishers may designate the routing from mill to destination.

It seems to your Committee that long term contracts based on future fixing of price are not of advantage to the purchaser. Our endeavor to learn the views of our members on this question has not met with success.

The many benefits that would result from standardization of roll sizes are so obvious that it would seem that in time publishers will give further and serious attention to the subject.

The producers invite co-operation with a view to reduction of multiplicity of sizes now being used.

During the last few years roll sizes have shown marked decrease yet no tendency towards standardization has been observed.

During 1925 the Treasury Department on the recommendation of the Interstate Commerce Commission and various paper manufacturers, promulgated a definition of standard newsprint as used in the tariff which was wide from the mark of that term as used in the trade. It was apparently framed for the purpose of excluding from free entry much newsprint that came well within that term.

The United States Customs Court in its decision handed down last October in connection with an import of newsprint containing sulphate instead of sulphite, and therefore not standard as defined by the Treasury Department, upheld every contention used by your committee, in opposing the definition, by deciding that the term "standard newsprint" at the time of the enactment of the present tariff act, was used as synonymous with good quality and was not restricted to designate a sheet that would conform to the many technicalities contained in the Treasury Department's definition.

Notwithstanding this decision of the United States Customs Court the Treasury Department still maintains the accuracy of its inaccurate definition and has instructed the Customs to enforce its terms.

We are informed that on Saturday last the Treasury Department notified collectors to admit free of duty imports of newsprint containing not more than 30 per cent sulphate. This is the first evidence of weakening by the Treasury Department with respect to its definition.

Publisher interest is stimulated by announcement of development during the past year of a semi-chemical pulping process at the United States Forest Products Laboratories, Madison, Wisconsin, by which it is claimed hard woods may be used advantageously in the manufacture of newsprint.

It is claimed that paper of the weight and thickness of newsprint made wholly from semi-chemical pulp of black or red gum, or aspen, birch or maple, was found to have greater strength than the present commercial newsprint and to equal or excel standard newsprint in color. If this process proves to be practicable in every respect it is quite apparent that it will assist materially in continuing the newsprint supply in the North and Northeast where there is abundant supply of hard woods and it will also offer an excellent opportunity for the development of a print paper industry in the southern states where there is a very large supply of gum trees.

INCREASED NEWSPRINT CAPACITY, 1926

	Daily capacity tons	
Canadian International Paper Co., Three Rivers, Quebec.	85	February
	85	March
	85	May
	85	June
Kenora Paper Mills, Ltd., Kenora, Ontario	125	April
Port Alfred Pulp & Paper Corp., Port Alfred, Quebec	100	May
	100	August
	100	November
Newfoundland Power & Paper Co., Ltd., Corner Brook, N. F.	100	July
Powell River Co., Ltd., Powell River, B. C.	100	July
	100	September
St. Maurice Valley Corp., Belgo Division, Shawinigan Falls, Quebec	100	October
St. Lawrence Paper Mills, Ltd., Three Rivers, Quebec.	150	December
Total	1,315	

INCREASED NEWSPRINT CAPACITY, 1927

	Daily capacity tons	
Cushnoc Paper Corp., Augusta, Maine	70	*January
Brompton Pulp & Paper Co., Ltd., Bromptonville, Quebec	100	*January
St. Maurice Valley Corp., Belgo Division, Shawinigan Falls, Quebec	100	*February
Manitoba Paper Co., Ltd., Pine Falls, Manitoba	100	*February
	100	July
Port Alfred Pulp & Paper Corp., Port Alfred, Quebec.	100	*March
Waterway Paper Products Co., Chicago, Ill.	90	*March
Canadian International Paper Co., West Templeton, Quebec	125	*April
	125	May
	250	July
Fort Frances Pulp & Paper Co., Fort Frances, Ontario.	100	April
Washington Pulp & Paper Corp., Port Angeles, Washington	100	May
Ste. Anne Paper Co., Ltd., Beaupre, Quebec	125	May
	125	June
Thunder Bay Paper Co., Ltd., Port Arthur, Ontario	125	July
Anglo-Canadian Pulp & Paper Mills, Ltd., Limoilou, Quebec	200	December
Jake St. John Power & Paper Co., Ltd., Mistassini, Quebec	100	December
Total	2,035	

*In operation.

INCREASED NEWSPRINT CAPACITY, 1928

	Daily capacity tons	
Price Bros. & Co., Ltd., Riverbend, Quebec	200	January
Lake St. John Power & Paper Co., Ltd., Mistassini, Quebec	100	January
Thunder Bay Paper Co., Ltd., Port Arthur, Ontario.	125	January
Spruce Falls P. & P. Co., Ltd., Kapuskasing, Ontario.	400	(1 machine July, 3 machines balance of year)
Anglo-Canadian P. & P. Mills, Ltd., Limoilou, Quebec.	200	December
Total	1,025	

INCREASED NEWSPRINT CAPACITY, 1929

	Daily capacity tons	
Nipigon Corp., Ltd., Nipigon, Ontario	200	January (Additional 200 tons, 1931)
Fort William Paper Co., Ltd., Fort William, Ontario.	250	.....

Other prospective developments include Abitibi Power & Paper Co., Ltd., Cochrane, Ontario; St. Regis Paper Co., Cap Rouge, Quebec; Bathurst Co., Ltd., Bathurst, N. B.; Great Lakes Paper Co., Ltd., Fort William, Ontario; Crown Willamette Paper Co., San Francisco, Calif.

T. R. WILLIAMS, Chairman,
E. P. Adler
Frank S. Baker
M. F. Hanson
H. V. Jones
F. I. Ker
E. Lansing Ray

REPORT OF COMMITTEE ON NATIONAL FOREST RESOURCES

SINCE the last report of your committee, there has been slow but steady steady progress in the development of the National Forestry policy with which your committee has been concerned for the past seven years. During this period the National Forestry Program Committee, on which your committee is represented and with which it has co-operated from the beginning, has in quiet but effective manner continued to work for the principles of the National Forestry policy originally set up in the Snell bill, and later very largely enacted into law through the general Land Exchange Act, the Clarke-McNary Act, and supplements thereto.

The underlying principle has been that of Federal co-operation with the states and timber land owners in the development and application of practical measures of forest management, forest protection and forest utilization, with each interest concerned making proper financial contribution and each interest performing the functions to which it is best adapted. This co-operative principle has now become so firmly established in law and practice that little more is heard of the once widely proclaimed theory of direct Federal control over timber land operations throughout the United States. Common sense and reasonableness have proved to be much safer guides than academic theories in the accomplishment of results.

Your committee has actively sustained efforts to secure, through the budget and from Congress, the appropriations authorized under the various sections of the Clarke-McNary Act. While appropriations are yet materially under these authorizations, it is encouraging to note that the Sixty-ninth Congress did make considerable increases for the next fiscal year over current appropriations for several important items. In round numbers these include increases of $223,000 for the general expenses of the Federal Forest Service, $100,000 more for White Pine blister rust control, $1,500,000 additional for forest roads and trails which will make the National Forests more accessible and be of much help in controlling forest fires, and an increase of $290,000 for co-operation with the states in forest fire prevention, bringing this item of the Clarke-McNary Law up to $1,000,000, compared with an authorization and ultimate objective of $2,500,000.

The item for the continued purchase of forest lands for the establishment of National Forests in the eastern states still stands at $1,000,000 per year, although it should be increased, and, despite the action of the Director of the Budget in adding $40,000 to the estimate for the Forest Products Laboratory, Congress passed an increase of less than $10,000 for this purpose. Efforts will be continued to secure adequate Congressional recognition of the necessity for more liberal appropriations for these several items.

Your attention is especially called to H.R. 17406, introduced in the House of Representatives by Mr. McSweeney of Ohio, March 3, 1927. This is a basic organic act for forest research and investigation designed to put this highly necessary form of forest activity upon a permanent basis comparable with that under which the Agricultural Experiment Stations have been developed. Only by such means is it possible to carry out the long-time investigations and studies into the laws of forest growth and timber utilization which are vitally important in bringing a basic national resource to full use. The McSweeney Bill will be available for study and discussion throughout the country during the coming months and will then be introduced in the new Congress, hearings held and passage urged.

It is encouraging to report substantial progress in state forestry legislation. Forestry departments are being created in the few states which have not yet had them; a considerable number of states have passed the necessary constitutional amendments followed by statutory enactments which make possible the establishment of a more scientific and reasonable basis of forest taxation, the general principle being that of a small annual tax upon land value only, with a yield tax upon the crop when the timber is cut; the forest fire programs of the states are receiving increasing attention and being made more effective in co-operation with the timber land owners; and, best of all, very substantial progress is being made in the number of timber land owners who are actually beginning the permanent management of their properties according to the plans and under the supervision of competent foresters for the purpose of permanent timber production. This is taking place with holdings which are devoted to the production of saw timber as well as those whose chief product is pulpwood.

In view of the fact that 70 per cent of our forest area is privately owned, it needs no argument to point out the importance of all developments in the direction of permanent timber production on such lands. They now are and always will be our greatest source of supply of wood products.

In a valuable Bulletin by General William B. Greeley, Forester, the United States Forest Service, entitled "Present Needs in National and State Forestry," he says:

"Unstable forest-land ownership is today the greatest single obstacle to the rapid spread of timber growing throughout the country. It is represented by the land speculator, or the lumber company which intends to dispose of its holdings when cut over, or the State without a policy of permanent forestry for its timberlands, or the State, county, or town which is anxious to have tax-reverted lands chiefly valuable for timber growing put back on the assessor's rolls. If all or most of the 470,000,000 acres of forest land in the continental United States—close to one-fourth the entire land area—were in the hands of owners whose future returns rested on actual use of the land, the Nation's forest problem would be much nearer solution."

Forest Week (April 24-30) is now being observed throughout North America. It has become a truly international undertaking, with appropriate references to co-operation and forest protection in the proclamations of the President of the United States and the Governor-General of Canada. This is as it should be, because problems of forest protection and of forest utilization are the same in general principle regardless of national boundaries, and foresters everywhere are working in harmony upon matters of common interest. We are, of course, fully aware of the extent to which various kinds of weeks and days have degenerated into nuisances and very largely defeated their original philanthropic or other laudable objects. However, since much of the progress in forestry, because of the public responsibility for forest protection and particularly for carefulness with fire, depends upon the education of the public in these matters, your committee has felt it wise to co-operate in the observance of Forest Week, and is glad to note the extent to which, as heretofore, the newspapers throughout North America have helped in the undertaking.

The modern newspaper is dependent upon the forest, and, on the other hand, the development of an adequate national consciousness of forest problems depends almost entirely upon the newspapers. Your committee therefore bespeaks your continued help in the accurate and adequate presentation of the many phases of this great undertaking.

E. H. BAKER, Chairman.
Benjamin H. Anthony
Harry Chandler
R. R. McCormick
E. B. Piper

REPORT OF THE A. N. P. A. COMMITTEE ON RADIO

AN unusually eventful year in radio has passed since your radio committee reported at the fortieth annual meeting of the American Newspaper Publishers' Association. There was, first of all, the breakdown of federal control over broadcasting, a resultant increase in the number of stations, accompanied by an unprecedented confusion which threatened the destruction of a $600,000,000 a year industry. There were many pains and pangs endured in an effort to secure legislation which was eventually accomplished toward the end of February, and was immediately followed by the appointment of a Federal Radio Commission in Washington.

Your radio committee has played, I believe, an important part in shaping the destinies of the art and science of radio during the past year.

The breakdown of governmental authority over radio broadcasting dates from April 16, 1926, when Judge Wilkerson, in the Federal Court of Chicago, rendered a decision holding that the Secretary of Commerce had no right, under the law of 1912, to make arbitrary assignment of wave lengths. The Zenith Radio Corporation, owners of WJAZ, had sold its physical equipment and surrendered its right to broadcasting on a wave length of 370 meters. A new broadcasting station was built and was assigned to two hours per week on a wave length of 322.4 meters, the only time left available by KOA, at Denver, on that wave length. WJAZ thereupon began broadcasting on a wave length of 329.5 meters—one of the six wave lengths in the broadcast channel set aside by the Department of Commerce for use of Canadian broadcasting stations.

A criminal bill of information was filed by the Department of Commerce, but the government's case was lost. It was the hope of the radio industry and others interested in broadcasting that the WJAZ decision would speed the enactment of a radio control law. The White Bill had already been passed by the House, but the companion bill to the White Bill, introduced in the Senate by Senator C. C. Dill, had been withdrawn and a new measure substituting the commission form of control for control by the Secretary of Commerce was introduced by Senator Dill. That Dill Bill was passed during the closing days of the session. Both bills went to the conference committee, but the time was not sufficient to compromise the differences beween the two bills before Congress adjourned.

On July 6, 1926, Acting Attorney-General Donovan, in an opinion, advised the Department of Commerce that the radio law of 1912 required that it issue licenses to all applicants who were held to have the right to designate their own normal sending wave length, power, etc. From that moment forward confusion in the air increased day by day until a total of 733 broadcasting stations were on the air before radio legislation had been finally enacted. The confusion on the air was caused not only by the intrusion of more than 200 additional stations, but by wave jumping on the part of some of the existing stations, and power increases by many other stations.

Realizing the seriousness of the situation, the radio industry, in midsummer, started the formation of a co-ordinating committee. The chairman of the radio committee of the A. N. P. A. was asked to serve as chairman of the co-ordinating committee. The personnel of that committee was as follows:

Chairman: Walter A. Strong, chairman of the radio committee of the A. N. P. A.

Arthur T. Haugh, president, Radio Manufacturers' Association.

Paul B. Klugh, executive manager, National Association of Broadcasters.

Harold T. Wrape, president, Federated Radio Trades Association.

R. W. DeMott, president, Radio Magazine Publishers' Association.

Charles E. Stewart, vice-president, American Radio Relay League.

L. B. E. Raycroft, chairman, radio section, National Electrical Manufacturers' Association.

The first meeting of the co-ordinating committee was held in New York in September during the Radio World's Fair. A tentative plan of organization and work schedule was drawn up at this meeting. An open meeting was held, attended by approximately 400 representatives of the radio industry.

Another meeting was held during the Chicago Radio Show in October and it was planned that active work begin in the middle of November for formulating the recommendations of the industry for the conference committee of the House and Senate.

The committee opened headquarters in the Hotel Washington, at Washington, D. C., and placed L. S. Baker, secretary of the National Association of Broadcasters, in charge. Between Nov. 19 and Dec. 2, approximately eight days were devoted to considering the many problems involved in working out a legislative program that would be satisfactory to all branches of the industry and which, at the same time, would have the assurance of practicability.

The co-ordinating committee functioned under the unanimous consent rule, it having been determined that the industry must be united in its demands for legislation rather than being represented by minorities, each demanding a specific type of legislation.

The report of the national radio co-ordinating committee was hailed as a distinct achievement by members of both Houses of Congress who declared that for the first time they had been furnished a definite basis upon which to predicate their legislative views. The effect of the report of the national radio co-ordinating committee cannot be underestimated and the fact that the compromise bill to a very large extent follows the recommendations of the co-ordinating committee is in itself significant.

In addition to the members of the co-ordinating committee who signed the report, it also bears the signature of Elisha Hanson as representative of S. E. Thomason of the *Chicago Tribune*, who headed a committee of newspapers interested in broadcasting.

A copy of the report of the national radio co-ordinating committee is available.

The work of the co-ordinating committee was not ended with the preparation of the report containing recommendations on legislation. It was necessary to keep the headquarters open and to place at the disposal of the conference committee members the facilities of the co-ordinating committee in reaching their ultimate compromise.

The compromise was finally reached and on Jan. 29, 1927, the House, after very little delay, approved the compromise radio bill. It then went to the Senate and after three weeks of maneuvering the bill was finally passed on Feb. 18. President Coolidge signed the bill Feb. 23 and appointed a commission of five to administer the radio law. The nominations of three commissioners, General Bullard, J. F. Dillon and E. O. Sykes, were confirmed by the Senate the day before adjournment. The other two, O. H. Caldwell and H. A. Bellows, were given recess appointments.

The commission called its first public hearings March 28, 29, 30 and 31, at which your committee was represented.

The validity of the law has not yet been tested in the courts, although it is very probable that such a test will be made within a few months.

One beneficial effect of the new radio law, however, is to be found in the fact that since its passage no additional licenses have been issued, so that the confusion in the air will not be augmented through the addition of other stations. To date the commission has issued a few general orders. It has indicated that all stations must stick to the standard frequency channels which are separated by 10 kilocycles. This will require the moving of at least 100 stations. The six wavelengths originally allotted to Canada have been reassigned, which will require the moving of more than a score of stations. Temporary permits for broadcasting will be issued after April 24, good until such time as the commission is able to hold hearing on the wave lengths to be assigned.

It will be recalled that in the report of last year it was stated "the most important phases of radio broadcasting at the time this report is being prepared is the crying need for legislation for the control of radio. Control of radio comes under two headings, first, the control of the stations themselves, and, second, control of material needed by radio stations for broadcasting." The first of these has been cared for in the passage of the radio law of 1927.

The situation in respect to the use of copyright musical selections remains the same today as it did a year ago, except that the battle lines are being formed for the renewal of the fight to acquire a law which will provide for just compensation to copyright owners for the use of their music, to take the place of the present method of collecting all that the traffic will bear, now being charged by the American Society of Composers, Authors and Publishers.

Another outstanding event in radio in 1926 was the organization of the National Broadcasting Company, Inc., which on Nov. 1 took over Station WEAF, New York, and began the management of chain broadcasts which had hitherto been under the control of the American Telephone and Telegraph Company, and the chain of stations headed by WJZ, New York.

Another subject of concern to newspaper publishers in connection with radio is the increased use of radio as a medium of advertising. Fortunately, direct advertising by radio is well-nigh an impossibility. The advertisers, therefore, are limited to the broadcasting of good will programs on the air, thereby giving no serious competition to newspaper advertising. It is likewise fortunate that advertisers using this new medium have recognized the fact that they must back up their radio advertising with advertising copy in newspapers. The use of radio broadcasting by advertisers is the cause of additional perplexities in publishing program schedules in the newspaper columns. I am informed that newspaper publishers in New York City agreed to eliminate trade names from radio programs. Judging from recent copies of the New York papers, the editorial policy in this regard must have been reversed. One of the newspapers, I notice, bills its "new and comprehensive radio programs" in an eight-column top line and makes liberal use of trade names as a means of identifying programs.

The method of handling radio programs is a matter for the individual determination of newspaper editors. They should be guided by the needs of their readers, giving information that is necessary to complete understanding of radio programs. It is not possible, in the judgment of many, to eliminate trade names where a distinctive type of entertainment has been developed so that the radio audience is able at once to identify the type of program by reading the trade name.

There have been many interesting developments in the past year. Few of them, however, aside from those enumerated here, are likely to affect the newspapers interested in radio broadcasting.

I wish now to offer for your approval the recommendation that the national radio co-ordinating committee be continued as a paper organization in readiness to assume an active lead in emergencies facing the radio industry. The continuance of the national radio co-ordinating committee will not be an expense item, nor will any expenses be incurred in case of emergency without the approval of the officers and directors of the A. N. P. A. The entire cost of maintaining headquarters for the co-ordinating committee in carrying on its work was approximately $7,000, of which the A. N. P. A. radio committee has advanced $2,200. This sum will be reduced by the division of expenses to approximately $1,400, which, in my estimation, is an extremely low cost for the great amount of work done and for the actual accomplishment of radio legislation.

WALTER A. STRONG,
Chairman.



Julian Mason, editor of the *New York Evening Post*, and Cyrus H. K. Curtis, publisher of the Post, photographed at the A. N. P. A. convention this week.

BICKEL REVIEWS HISTORY OF UNITED PRESS

Development of Afternoon Newspapers Moved Forward a Decade by Aggressive News Methods of Organization Founded by E. W. Scripps, U. P. President Declares

By KARL A. BICKEL
President, United Press Associations
(*Written for* Editor & Publisher)



Karl A. Bickel

AT the international conference of press association experts held last ummer at Geneva under the auspices of ıe League of Nations a delegate, repre-ıenting one of the governmental news gencies of a European power, became ritated by the persistent reference to his nd similarly constituted organizations as official" or "semi-official." Thoroughly ognizant of implications the title involved, e uttered an emphatic and heated protest. ater in the day a resolution was brought ı and adopted in which it was provided ıat the governmentally subsidized or ıaintained news agencies of certain uropean and Asiatic powers, with their ffiliated and associated agencies, be nown as the "Allied Agencies." During ıe balance of the conference, out of de-erence to the sensibilities of the gentle-ıen involved, the delegates adhered crupulously to the new name in order ıat no further offense be given.

Nothing could more graphically or ramatically illustrate the tremendous ıange that has occurred in the last two ecades in the attitude of both editors ıd the ultimate consumers of news—the ewspaper readers—towards the princi-es and ethical standards affecting the reat business of collecting and distribut-ıg the history of today throughout the orld.

Twenty years ago the United Press was ounded by the late E. W. Scripps upon ıe principle that the collection and dis-ribution of news should be non-exclusive. or twenty years our organization has ood as a bulwark against any threat of news monopoly. Not only in America ut as the sphere of its influence ex-nded, throughout the world.

In direct contradiction to the basic rinciples of the governmental agencies ıd their associates who controlled the orld news field at the time, the United ress granted no exclusive privileges and sought none. Brought into being dur-ıg a period when the leaders of the old ne "official" agency group like the Cae-ırs of old, were cynically and autocrati-ılly dividing the world up into private pheres of news control, the founder of ıe United Press was frankly taking the osition that a news monopoly was not ıly a national menace but in the end the onopoly, if attained, became a greater ırse to its possessor than its victim.

Nineteen-seven was the opening of a irring era; a period of transition and ıange, a moving forward from old ositions and ideals to new frontiers in ought and action. It was a period of ental activity and questioning not only side the limits of the newspaper world ut in the fields of politics, finance and the me. Roosevelt and his political Rough iders, who later became insurgents and en Progressive, were making their first stures towards independence of the Old ard of their party; the Interstate Com-rce law had been given teeth; the Sher-an anti-trust act was a threatening eapon in the hands of every federal dis-ict attorney; child labor laws and others' pensions were being agitated; *olliers'* had opened its brave campaign gainst poisoned medicine and poisoned od; Dr. Wiley and his "squad" were coming known in every domestic itchen in America.

Into this period came the United Press; "mergling" as it were, from the com-hation of the old Scripps-McRae, the ublishers Press and the Scripps News. Young, independent, unhampered by tdition and unfettered by precedent, te United Press sensed the spirit of the rw era and swung into step with it.

"Todays News Today" became its ogan at a time when the afternoon wspaper was published on the theory tat of necessity it had to be a bulletin set as against the ponderous dispatches ried in its sunrise contemporary.

At a time when the interview was "taboo" in old line press association circles; when the "human interest" story was regarded as an exhibition of bad press association taste and commercial and financial news was not presumed to be authentic unless it was supremely dull; the United Press with the exuberance and vitality that only the youth and vision of its dominating personalities could give it plunged frankly into these forbidden fields and found things of tremendous interest and concern to the American newspaper consumer.

"The United Press," wrote Roy W. Howard in 1912 just after he had formally assumed the position of president of the organization, "is frankly and avowedly radical in its choice of news subjects, but painstakingly conservative in the handling of those subjects."

Conservative or not, as some of the elder statesmen in the opposition organization may have regarded their method of handling the chosen news subjects, the methods and spirit of the young organization blew across the stale air of journalistic world like a breeze from the sea. The afternoon newspaper was given its chance. The binding strings were taken off under the force of the competition of the new organization. The United Press gave afternoon newspaper publishers a complete sport report, relieving them of the embargo which had rested over their properties for years and had prevented them from expanding into their rightful field of late afternoon news.

Big stories breaking late in the afternoon were covered for the afternoon press; not merely bulletined and then the details held out for the then stronger morning brother.

Militantly and aggressively a business institution the United Press gave its publishers real "co-operation," co-operation when it counted—at press time—and roamed the whole world over looking for other hoary traditions of an outworn journalistic theory to smash.

Within far less than the first 20 years of its existence, United Press style and United Press news standards were being frankly and openly imitated by every press association in the United States while the creation of United Press "spirit" in their organizations was the cherished hope of rival press association executives.

Events move rapidly in this world and nowhere do they move with greater rapidity and leave fewer mental souvenirs than in the newspaper industry. Because of that fact it is hard, except perhaps for some of the veterans, to realize the tremendous revolution in afternoon newspaper publishing conditions that the United Press has brought about since 1907, either directly and as a result of its own initiative or by the pressure of its competition upon its opposition. Had it not been for the establishment of the United Press, guided by only one concept of conduct—the delivery of the most effective service possible at the time the publisher desired it the most—the development and progress of the afternoon newspaper would have been held back at least a decade.

In 1907 the newspapers of America were dominated by the great and powerful morning press with their own interests to protect And until the United Press flashed into the field, no power had been found strong enough to break that domination. The development of the American afternoon newspaper as it stands today, infinitely the strongest and most powerful newspaper group in the world, is directly traceable to the concurrent development of the United Press.

As it sought to vitalize and energize the editorial standards of the American press association, the United Press at the same time pioneered in the fields of faster and more economical news transmission. Revolutionary as was its work on the editorial side its contribution to modern news transmission has been fully as significant.

It was the United Press that first utilized the remarkable facilities of the American Telephone and Telegraph Company for telegraphic news transmission and secured for its clients a standard of maintainence and delivery on "Morse" hitherto unequalled in this country. This remained an exclusive United Press feature until the irresistible driving force of the competition forced the opposition to using the same facilities.

It was the United Press that first developed the use of the telephone as a channel for the transmission of "pony" news reports and as a result immediately offered its smaller client papers and infinitely larger and better edited service via the "PNT" than had been possible on the old "five hundred word" telegraphic pony—and at a very real saving in rate. The first telephonic "pony" circuits were set up by the United Press in 1908. Since that time dozens of newspapers, able for the first time to get a really adequate report for the size of their field at a rate they could pay, have developed into papers of not only one but often two and three leased wires.

It was the United Press that first went into the extensive use of the printer telegraph machine for regular delivery of complete service to client newspapers. In 1915 a circuit was established in Greater New York, Newark and Jersey City. As the printer machine developed the United Press extended its range of usefulness. It was not long before the United Press, all over the country, was operating extensive printer telegraph circuits, without any operator attendant, on a one way basis, long decried as impossible and then as inefficient by competing associations. Today this one way printer machine delivery is being taken up by all press associations.

At a time when competing press associations were fearfully regarding the development of radio broadcasting as possibly containing the germ of destructive competition the United Press was first to welcome the radio, not as a competitor of the press association or the newspaper but as an immeasurably valuable ally. When the United Press took over the famous WEAF national "hook up" on the occasion of the last general election in 1924 and, through its co-operating client newspapers dominated the air that evening with election returns, the embargo on radio placed by other organizations crumbled and competition tumbled pell mell into line.

Being alive and therefore human and subject to error the United Press has made its quota of mistakes in the past. It will unquestionably make mistakes in

(*Continued on page* 53)

ADVERTISING AGENCY COMMITTEE REPORT

DURING 1910 the Association of National Advertising Managers, now known as the Association of National Advertisers—an organization of advertising managers of many national advertisers—started a campaign to destroy the agency commission system, under the operation of which the volume of advertising has been greatly stimulated through the past forty years or more.

They, or some of them, desired to substitute a fee system of compensation so that they might hire agency service by the piece, the week, or the month.

Publishers generally disapproved the proposed change but the agitation was continued and arguments against it were heard in many quarters.

Some two years ago some members and the Secretary of the Association of National Advertisers are alleged to have induced the Federal Trade Commission to issue complaint against the Association of Advertising Agencies, the American Newspaper Publishers Association—which includes the Bureau of Advertising—the Special Representatives Association of New York, the Southern Newspaper Publishers Association and the American Press Association.

This complaint alleges conspiracy to accomplish various illegal acts, including price fixing with relation to agents' commission, oppression and restraint of direct advertisers, camouflaged house agencies, or advertising departments of direct advertisers, etc.; restraint of interstate commerce; exchange of information between the various defendants, and unfair methods of competition, all with a view to furthering the alleged conspiracy.

One of the objectives sought by the Commission is to make effective the program of these National Advertisers and to compel publishers to allow the same rate to all who advertise, whether or not they perform any special service in the development of advertising.

Your committee believes that should the Federal Trade Commission succeed in accomplishing its purpose the volume of advertising may be expected to decrease materially.

The Federal Trade Commission is also undertaking a censorship of advertising, all predicated on the assumption that advertising is not a service as repeatedly held by the Courts, but it is an instrumentality of commerce, if not, indeed, a commodity.

To what extent this may interfere with the successful conduct of our business and to what extent our counting room practices will be made a constant subject of investigation by bureaucratic officials and our members penalized in various ways, depend on the result of proceedings now pending. Nor is it far-fetched to see in the attainment of these ends an effective control of newspapers which amounts to a denial of the freedom of the press with all the consequences arising therefrom.

Let us again remind you that the credit ratings contained in our List of Advertising Agents accurately represent the surplus arrived at by careful analysis, which is constantly being made of the financial and other conditions of the advertising agencies of interest to the membership, which changes are reported to you through the medium of our weekly bulletins.

At rare intervals your committee has discovered situations in connection with either advertising agents or advertisers which should be subject to the most careful investigation with a view to recovering for creditors diverted or concealed moneys, rightfully belonging to creditors. Our only present method of handling such situations is to submit the facts to the known creditors, whose claims in most instances have been too small to create sufficient interest to lead to thorough investigation or prosecution. To the end that your committee may go to the bottom of similar conditions that may exist in the future we suggest, should it meet with your approval, that when the Chairman of your Committee and the General Manager decide the best interests of the membership necessitates a small expenditure of money for the general good, they be authorized to draw on the funds of the Association up to, but not in excess of $1,000 per annum. The following resolution is submitted for your consideration.

RESOLVED, That when the Chairman of the Advertising Agents Committee and the General Manager may conclude the interests of the membership require the expenditure of money for the purpose of investigating or prosecuting debtors to members of the Association, and when other funds are not available for that purpose they be authorized to draw for this purpose on the funds of the Association up to but not in excess of one thousand dollars ($1,000) per annum.

RECOGNITION, CANCELLATION, ETC.

Eighty-two (82) applications for recognition were received during 1926. Thirty-one (31) Advertising Agencies were granted recognition; forty-six (46) Agencies were refused; recognition previously extended to thirty-one (31) Agencies was cancelled; sixty-nine (69) changes of ratings were made; and recognition transferred on request for twenty-six (26) Agencies.

Since January 1, 1927, thirty-nine (39) applications for recognition have been received. Sixteen (16) agencies have been granted recognition. Ten (10) agencies have been refused recognition. Recognition of seven (7) agencies has been cancelled. Eleven (11) applications have been tabled for future development. Forty-five (45) applications have been withdrawn because they did not meet requirements. Seven (7) agencies requested transfer of recognition. Sixty-two (62) changes in ratings have been made.

GENERAL MANAGER'S REPORT

FOUR HUNDRED AND EIGHTY-SIX publications were enrolled as members in this Association January 1st, 1926, of which 485 were active and one associate. During the year 29 new members were elected, of which 28 were active and one associate. One associate membership terminated. Eight members consolidated with other members. Two members suspended publication. One member was dropped for non-payment of dues, and 13 members resigned. One member went into the hands of a receiver, making a total membership Dec. 31, 1926 of 489 of which 488 were active and one associate.

Of the thirteen members resigning during the year 1926, seven resigned to curtail expenses, three because of the increase of dues. The *Springfield Union* was purchased by the *Sprinfield Republican*, but as the two publications are not published by the same corporation, the Springfield Union resigned. Two publications resigned because of dissatisfaction with the Association.

Since the Associate Membership Cl was created one hundred and thirty-s (136) publications have become associ members; eighty-nine (89) have beco active members; forty-six (46) memb ships have lapsed, and the associate te of one has not expired.

During the year 1926, 192 Offic Measuring Rules were sold. Eighty-t bulletin binders were sold. During t year 1926, 10,074 inquiries were receiv and answered, a decrease from the pr ceding year of 2,986.

Five thousand three hundred and sixt five claims were received for collecti during 1926, 460 more than during 192 amounting to $460,574.98, an increase amount of $124,016.13.

Three thousand three hundred and fo claims were collected amounting to $13 458.82, an increase of $16,157.56 ov 1925. Of the amount collected, $5,781. represented dividends in bankruptcy a assignments and $130,677.40 represent ordinary collections.

Claim reported uncollectible	$161,586.
Allowances	871.
Withdrawals	18,556.

	1925	1926
Commissions earned	$13,612.26	$12,310.

A decrease of $1,301.76.

Since Jan. 1st, 1927, sixteen membe have been elected. One member has be transferred from the associate to t active class. One member consolidat with another member. Two membe were dropped for non-payment of du Twenty-one members resigned. The tot membership at this date is four hundr and eighty-one members.

AD MEN GREET DISTINGUISHED VISITOR



When Portland's leading advertising men turned out to welcome the San Francisco "bathing beauty." Left to right, they are: Lindsey Spight, City Commissioner Pier, A. L. Steele (partially hidden), Harry Fischer, H. B. Robinson, Charles O. Chatterton, William P. Merry, president of the Portland Advertising Club, and Tommy Luke. They are gathered around the bathing beauty herself, Miss Lotta Quack

THE San Francisco Advertising club put over a fast one when it telegraphed the Portland Advertising club that it was sending to Portland the winner among San Francisco bathing beauties to stimulate interest in the on-to-Portland movement for the Pacific Coast Advertising convention in June.

The "bathing beauty" arrived and was duly met at the train by a formal reception committee from the Portland club. The reception committee registered surprise, not to say consternation, when the "bathing beauty" turned out to be the finest and largest tame goose to be bought on the San Francisco market.

There had been much rivalry for places on the reception committee that was to meet the California beauty. William P. Merry, president of the Portland club, was chairman, and Stanhope S. Pier, city commissioner, was present to represent his honor, Mayor George L. Baker.

Other members of the committee were Charles O. Chatterton, Harry Fischer, Tommy Luke, A. L. Steele, Lindsey Spight, H. B. Robinson and Miss Anne P. Keil, secretary of the Portland club.

All of the boys were dressed up in a manner befitting the reception of a reigning beauty. W. J. Hofmann, general chairman of the coast convention committee, was the only one in whom the San Francisco club had confided the identity of the beauty. Tommy Luke appeared at the Union Station carrying a corsage bouquet. It was finally offered to the goose who selected a few choice tidbits for luncheon.

The hoax was taken in good spirit by the Portland club group.

FLORIDA TYPOS ELECT

The Florida Typographical conferen in spring session at Daytona Beach, Fl Sunday selected Tampa as the place f the Fall meeting, and elected W. Spain, an employe of the *Tampa Tr bune*, president. Mr. Spain succeeds M Dosh of Orlando, acting president. Th next meeting will be in October. Tho attending from Tampa were Mr. Spai T. S. Brow, T. W. Barlow, F. R. Holde and Vernon F. Smith. The Sunday co ference was attended by representativ of the organization from all parts of t state. A banquet was held Sunday afte noon at the Chateau Lido.

AD TIPS

Atherton & Currier, Inc., 420 Lexington av nue, New York. Placing the following a counts: Allen Auto Specialty Company, N York, "Allen" Shutter Front; Enoch Morgan Sons Company, New York, "Sapolio"; Nor American Dye Corp., Mt. Vernon, N. Y., Su set Soap Dyes and White Witch.

Donovan-Armstrong, 1211 Chestnut stre Philadelphia. Placing the account of O Eisenlohr & Bros., Inc., Philadelphia, man facturers of cigars.

Dorrance, Sullivan & Company 130 West 4 street, New York. Handling the advertisi of Albert Ehlers, Inc., Brooklyn, N. Y., Gra A Products, coffee, teas and spices.

Albert Frank & Co., 14 Stone street, N York. Has secured accounts of the Ra Addressing Machine Company, Rahway, N. manufacturers of addressing and direct m machinery, and J. Lesquendieu, Inc., manufa turers of cosmetics.

Gorman Company, 49 West 45th street, N York. Handling the advertising of Smokad Manufacturing Company, New York, "Ashle Ashstand."

Koch Company, 432 Broadway, Milwauk Now handling account for the Frank F. Pas Company, Milwaukee, manufacturers and d tributors of water filters, etc.

Lord & Thomas and Logan, Inc., 400 Nor Michigan avenue, Chicago. Placing the accou of the Central Alloy Steel Corporation, Mass lon, Ohio, manufacturers of Agathon All Steels, Agathon Copper, Molybdenum Iro Agatha Enduro Shingles, etc.

McKee & Albright, 1606 Walnut street, Phi delphia. Placing account of Wheatena Co pany, Rahway, N. J.

J. X. Netter, Inc., 67 West 44th street, N York. Placing accounts for the F. L. Sm Company, Inc., manufacturers of the Stow Electric Washing Machines, the Milton Co pany, manufacturers of linens and the John Woodbury Laboratories, Inc.

J. Walter Thompson Company, 420 Lexingt avenue, New York. Making up lists for t advertising of Penick & Ford Sales Compa Inc., 420 Lexington avenue, New York, "B Rabbit Molasses."

O. S. Tyson & Co., Inc., 16 East 41st stre New York. Has secured account of the N tional Clamp Company, New York.

TOTAL NEWSPAPER ADVERTISING OF THE PRINCIPAL CITIES FOR MARCH

Summary of Advertising by Cities

30 cities listed	3 show gain	27 show loss
130 papers listed	39 show gain	86 show loss
	5 no comparison	

	1927	1926	
New York	15,287,006	15,642,260	355,254 Loss
Chicago	8,082,717	8,223,657	140,940 Loss
Philadelphia	6,771,104	7,525,842	754,738 Loss
Detroit	5,314,722	5,739,426	424,704 Loss
Cleveland	3,891,900	4,061,625	169,725 Loss
St. Louis	4,288,900	4,573,500	284,600 Loss
Boston	6,685,942	7,003,130	317,188 Loss
Baltimore	4,554,530	4,767,752	213,222 Loss
Los Angeles	7,134,598	7,645,994	511,396 Loss
Buffalo	3,188,245	4,008,624	820,379 Loss
San Francisco	4,825,937	5,297,477	471,540 Loss
Milwaukee	3,077,620	3,099,391	21,771 Loss
Washington	5,028,389	5,049,102	20,713 Loss
Cincinnati	3,887,100	3,908,700	21,600 Loss
New Orleans	3,880,555	4,263,038	382,483 Loss
Minneapolis	2,740,944	3,157,829	416,885 Loss
Seattle	2,996,462	3,123,120	126,658 Loss
Indianapolis	3,167,112	3,283,662	116,550 Loss
Denver	2,950,801	2,325,736	625,065 Gain
Providence	2,907,182	3,045,632	138,450 Loss
Columbus	3,517,908	3,705,386	187,478 Loss
Louisville	3,129,974	3,363,114	233,140 Loss
St. Paul	2,434,182	2,537,962	103,780 Loss
Oakland	2,533,916	2,687,622	153,706 Loss
Omaha	1,740,802	2,039,933	299,131 Loss
Birmingham	2,774,240	2,932,986	158,746 Loss
Richmond	1,973,902	1,983,720	9,818 Loss
Dayton	3,320,954	2,996,826	324,128 Gain
Houston	3,036,768	3,019,898	16,870 Gain
Des Moines	1,608,270	2,002,143	393,873 Loss
Totals	126,732,682	133,015,087	6,282,405 Loss

NEW YORK

	1927	1926	
American	1,064,310	1,116,226	51,916 Loss
Herald Tribune	1,681,246	1,598,302	82,944 Gain
Times	2,560,242	2,549,226	11,016 Gain
World	1,328,506	1,513,760	185,254 Loss
*Mirror (Tabloid)	275,650	311,086	35,436 Loss
News (Tabloid)	814,968	669,454	145,514 Gain
*Evening Graphic	314,976	353,884	38,908 Loss
*Evening Journal	1,287,516	1,421,098	133,582 Loss
*Evening Post	512,260	455,162	57,098 Gain
*Evening World	879,004	950,296	71,292 Loss
*Sun	1,524,650	1,499,546	25,104 Gain
*Telegram	534,980	522,470	12,510 Gain
Brooklyn Eagle	1,456,854	1,517,864	61,010 Loss
Brooklyn Times	574,358	652,828	78,470 Loss
Standard Union	477,486	511,058	33,572 Loss
Totals	15,287,006	15,642,260	355,254 Loss

CHICAGO

	1927	1926	
*Daily News	1,914,870	1,964,628	49,758 Loss
Tribune	2,863,842	2,896,536	32,694 Loss
Herald Examiner	1,173,630	1,136,454	37,176 Gain
*Post	480,609	547,065	66,456 Loss
*American	1,243,659	1,236,891	6,768 Gain
*Journal	406,107	442,083	35,976 Loss
Totals	8,082,717	8,223,657	140,940 Loss

PHILADELPHIA

	1927	1926	
Inquirer	1,809,900	1,922,700	112,800 Loss
Record	761,100	803,700	42,600 Loss
Ledger	1,284,256	1,448,009	163,753 Loss
*Evening Ledger	1,318,648	1,445,333	126,685 Loss
*Bulletin	1,597,200	1,906,100	308,900 Loss
Totals	6,771,104	7,525,842	754,738 Loss

DETROIT

	1927	1926	
News	2,750,202	3,088,148	337,946 Loss
Times	1,165,234	1,118,194	47,040 Gain
Free Press	1,399,286	1,533,084	133,798 Loss
Totals	5,314,722	5,739,426	424,704 Loss

CLEVELAND

	1927	1926	
Plain Dealer	1,496,550	1,542,150	45,600 Loss
News-Leader	1,077,075	1,159,050	81,975 Loss
*Press	1,318,275	1,360,425	42,150 Loss
Totals	3,891,900	4,061,625	169,725 Loss

ST. LOUIS

	1927	1926	
Post-Dispatch	2,090,200	2,242,800	152,600 Loss
Globe-Democrat	1,267,200	1,299,600	32,400 Loss
*Star	618,600	661,800	43,200 Loss
Times	312,900	369,300	56,400 Loss
Totals	4,288,900	4,573,500	284,600 Loss

BALTIMORE

	1927	1926	
Sun	1,416,440	1,574,487	158,047 Loss
*Evening American	1,521,138	1,657,186	136,048 Loss
American	513,929	448,943	64,986 Gain
*News	753,090	712,565	40,525 Gain
*Post	349,933	374,571	24,638 Loss
Totals	4,554,530	4,767,752	213,222 Loss

BOSTON

	1927	1926	
Herald	1,452,496	1,425,050	27,446 Gain
Globe	1,412,772	1,437,696	24,924 Loss
Post	1,056,047	1,154,333	98,286 Loss
Advertiser	496,529	506,322	9,793 Loss
*American	458,342	432,057	26,285 Gain
*Traveler	1,183,628	1,175,646	7,982 Gain
*Transcript	626,128	635,304	9,176 Loss
*Telegram	.....	236,722	.....
Totals	6,685,942	7,003,130	317,188 Loss

Telegram discontinued November, 1926.

LOS ANGELES

	1927	1926	
Times	2,230,130	2,354,828	124,698 Loss
Examiner	1,871,886	2,038,728	166,842 Loss
*Express	845,740	839,818	5,922 Gain
*Herald	1,463,658	1,623,706	160,048 Loss
*Record	446,530	465,696	19,166 Loss
*News	276,654	323,218	46,564 Loss
Totals	7,134,598	7,645,994	511,396 Loss

BUFFALO

	1927	1926	
Express	.....	517,081	.....
Courier	763,550	663,834	99,716 Gain
Times	1,124,945	1,229,677	104,732 Loss
*Star	.....	137,586	.....
*News	1,299,750	1,460,440	160,696 Loss
Totals	3,188,245	4,008,624	820,379 Loss

Express combined with Courier June 19, 1926.
Star combined with Courier June 19, 1926.

SAN FRANCISCO

	1927	1926	
Chronicle	1,042,356	1,138,172	95,816 Loss
Examiner	1,631,459	1,721,597	90,138 Loss
Bulletin	531,384	672,476	141,092 Loss
*Call	959,560	941,500	18,060 Gain
*News	661,178	673,134	11,956 Loss
*Herald	.....	150,598	.....
Totals	4,825,937	5,297,477	471,540 Loss

Herald discontinued publication May 5, 1926.

MILWAUKEE

	1927	1926	
Journal	1,505,812	1,587,494	81,682 Loss
S. T. & A. Sentinel	588,863,	609,211	20,348 Loss
*Leader	247,838	265,265	17,427 Loss
*Wisconsin News	735,107	637,421	97,686 Gain
Totals	3,077,620	3,099,391	21,771 Loss

WASHINGTON

	1927	1926	
Star	2,569,671	2,531,718	37,953 Gain
Post	942,686	985,731	43,045 Loss
*Evening Times	693,939	727,453	33,514 Loss
Herald	593,238	570,096	23,142 Gain
*Evening News	228,855	234,104	5,249 Loss
Totals	5,028,389	5,049,102	20,713 Loss

CINCINNATI

	1927	1926	
*Post	939,000	903,000	36,000 Gain
*Times Star	1,461,300	1,450,200	11,100 Gain
Enquirer	1,201,800	1,277,700	75,900 Loss
Tribune	285,000	277,800	7,200 Gain
Totals	3,887,100	3,908,700	21,600 Loss

NEW ORLEANS

	1927	1926	
Times-Picayune	1,584,185	1,668,662	84,477 Loss
Item	933,528	972,365	38,837 Loss
States	797,050	884,432	87,382 Loss
*Tribune	565,792	737,579	171,787 Loss
Totals	3,880,555	4,263,038	382,483 Loss

MINNEAPOLIS

	1927	1926	
Tribune	1,158,334	1,329,285	170,951 Loss
Journal	1,142,300	1,368,692	226,392 Loss
*Star	440,310	459,852	19,542 Loss
Totals	2,740,944	3,157,829	416,885 Loss

SEATTLE

	1927	1926	
Times	1,455,188	1,467,368	12,180 Loss
Post-Intelligencer	870,436	892,486	22,050 Loss
*Star	573,692	626,500	52,808 Loss
*Union-Record	97,146	136,766	39,620 Loss
Totals	2,996,462	3,123,120	126,658 Loss

INDIANAPOLIS

	1927	1926	
*News	1,598,235	1,595,265	2,970 Gain
Star	1,100,121	1,141,314	41,193 Loss
*Times	468,756	547,083	78,327 Loss
Totals	3,167,112	3,283,662	116,550 Loss

DENVER

	1927	1926	
News	927,810	544,040	383,770 Gain
Post	1,204,111	1,318,688	114,577 Loss
*Times	818,880	463,008	355,872 Gain
Totals	2,950,801	2,325,736	625,065 Gain

PROVIDENCE

	1927	1926	
Journal	829,527	864,491	34,964 Loss
*Bulletin	1,275,213	1,285,706	10,493 Loss
Tribune	375,117	421,602	46,485 Loss
*News	427,325	473,833	46,508 Loss
Totals	2,907,182	3,045,632	138,450 Loss

COLUMBUS

	1927	1926	
Dispatch	1,835,094	2,001,747	166,653 Loss
Journal	624,841	675,480	29,814 Gain
*Citizen	1,057,973	1,028,159	50,639 Loss
Totals	3,517,908	3,705,386	187,478 Loss

LOUISVILLE

	1927	1926	
Courier-Journal	1,250,682	1,202,488	48,194 Gain
*Herald-Post	291,042	533,206	242,164 Loss
*Times	1,190,554	1,106,704	83,850 Gain
*Post	397,696	520,716	123,020 Loss
Totals	3,129,974	3,363,114	233,140 Loss

Herald-Post morning edition discontinued with issue of March 5, 1927.

ST. PAUL

	1927	1926	
*Dispatch	892,360	900,718	8,358 Loss
Pioneer	721,770	884,268	162,498 Loss
News	820,052	752,976	67,076 Gain
Totals	2,434,182	2,537,962	103,780 Loss

OAKLAND

	1927	1926	
Tribune	1,569,372	1,699,796	130,424 Loss
*Post-Enquirer	859,796	864,332	4,536 Loss
*Times	104,748	123,494	18,746 Loss
Totals	2,533,916	2,687,622	153,706 Loss

OMAHA

	1927	1926	
World-Herald	1,060,836	1,118,173	57,337 Loss
Bee-News	679,966	484,204	195,762 Gain
News	.....	437,556	.....
Totals	1,740,802	2,039,933	299,131 Loss

News combined with Bee, February 7, 1927.

BIRMINGHAM

	1927	1926	
Age-Herald	631,974	817,992	186,018 Loss
News	1,555,460	1,643,516	84,056 Loss
*Post	582,806	471,478	111,328 Gain
Totals	2,774,240	2,932,986	158,746 Loss

RICHMOND

	1927	1926	
*News-Leader	1,092,616	1,110,620	18,004 Loss
Times-Dispatch	881,286	873,100	8,186 Gain
Totals	1,973,902	1,983,720	9,818 Loss

DAYTON

	1927	1926	
News	1,610,098	1,433,838	176,260 Gain
*Herald	1,032,402	909,524	122,878 Gain
Journal	678,454	653,464	24,990 Gain
Totals	3,320,954	2,996,826	324,128 Gain

HOUSTON

	1927	1926	
Chronicle	1,248,254	1,360,030	111,776 Loss
Post-Dispatch	1,102,696	1,108,618	5,922 Loss
*Press	685,818	551,250	134,568 Gain
Totals	3,036,768	3,019,898	16,870 Gain

DES MOINES

	1927	1926	
Register	738,904	675,574	63,330 Gain
*Tribune	869,366	826,639	42,727 Gain
*Capital	.....	499,930	.....
Totals	1,608,270	2,002,143	393,873 Loss

Daily Capital discontinued with February 12, 1927, issue.

ATLANTA

	1927	1926	
Journal	1,286,152	1,314,124	27,972 Loss
Constitution	.....	.....	.....

KANSAS CITY

	1927	1926	
Journal	475,559	514,854	39,295 Loss
*Post	452,134	463,988	11,854 Loss
Star	1,590,810	1,711,735	120,925 Loss
*Times	887,927	898,663	10,736 Loss
Totals	3,406,430	3,589,240	182,810 Loss

MEMPHIS

	1927	1926	
Commercial Appeal	1,256,220	1,418,067	161,847 Loss
*Evening Appeal	621,999	.....	.....
*Press-Scimitar	827,043	.....	.....
*Press	.....	595,280	.....
*News-Scimitar	.....	630,112	.....
Totals	2,705,262	2,643,459	61,803 Gain

NEWARK, N. J.

	1927	1926	
Ledger	.....	.....	.....
*News	1,916,482	1,938,185	21,703 Loss
*Star-Eagle	.....	.....	.....
Sunday Call	.....	.....	.....

PITTSBURGH

	1927	1926	
*Chronicle-Telegraph	1,077,048	1,115,548	38,500 Loss
Gazette-Times	713,694	903,056	189,362 Loss
Press	2,207,940	2,318,988	111,048 Loss
Post	841,918	887,348	45,430 Loss
*Sun	.....	.....	.....
Totals	4,840,600	5,224,940	384,340 Loss

PORTLAND

	1927	1926	
Oregonian	1,183,294	1,309,050	125,756 Loss
Oregon Journal	1,114,414	1,119,090	4,576 Loss
*News	496,426	494,522	1,904 Gain
*Telegram	388,679	573,218	184,539 Loss
Totals	3,182,813	3,496,880	314,067 Loss

U. P. EXECUTIVES GATHER FOR BIRTHDAY CELEBRATION



Group of U. P. business executives present at Waldorf this week. Front row (left to right): L. B. Mickel, superintendent of bureaus; Gilbert M. Clayton, assistant business manager; Hugh Baillie, general business manager; Clem J. Randau, sales manager; M. F. Bourjaily, eastern business representative; K. D. Gilmore, southern business representative. Standing (left to right): Edward C. Derr, Central Division news manager; Percy B. Scott, Albany bureau manager; Harry W. Sharpe, southwestern business representative; Tom W. Gerber, eastern business representative; Otis P. Swift, New England business representative; Carl D. Groat, Washington day news manager; John C. Moore, commercial manager; Frank H. Bartholomew, Pacific Coast business representative; Raymond Clapper, Washington night news manager; Charles McCabe, Great Lakes business manager.

OFFICIAL SPOKESMAN PASSES FROM SCENE

Coolidge Discards Time-Worn Device of Washington Correspondents at "Executive" Conference— News Leaks Out

Exit the Official Spokesman for the President of the United States!

No longer may the Washington newspaper correspondent fall back upon the thinly-disguised anonymity of this once peculiar personage. For President Calvin Coolidge himself has decreed the passing of the Official Spokesman through whom the views and utterances of the President of the United States have frequently been disseminated by some members of the Washington corps of newspaper writers since the days of Warren G. Harding.

Mr. Coolidge no longer desires what transpires between him and the Washington newspaper correspondents at the press conferences held at the White House each Tuesday and Friday to be interpreted or broadcast otherwise in the press by the Official Spokesman.

The correspondents who thronged the Coolidge private sanctum in the Executive Annex to the White House on Friday last were so informed. By whom such information was conveyed, clearly and unmistakably, EDITOR & PUBLISHER is not permitted to state more directly under the rules governing what was stated explicitly to be an executive session the correspondents held with Mr. Coolidge.

News of the demise of the Official Spokesman percolated, however, from the White House into political channels unfriendly to Mr. Coolidge, and became the theme of caustic public comment by anti-administration Senators over the week-end.

It is therefore no longer a secret, at the National Capital, at least that the Official Spokesman has ceased to exist, and will never again appear under a Washington date-line if the Presidential mandate consigning him to an unmarked grave is obeyed.

Some Washington correspondents have never availed themselves of the Official Spokesman. A number of them have long completely ignored him in seeking to reflect, without being able to quote directly, Mr. Coolidge's responses to the prepared questions submitted to the President in lieu of forbidden oral interrogations at the bi-weekly White House Press conferences. Those correspondents who have employed the Official Spokesman in conveying to the editors and readers of their newspapers the attitude of Mr. Coolidge on national and international affairs alone have been forced to find a new vehicle for their efforts to report what the President says, unquote, about this, that and so-and-so.

The sudden elimination of the Official Spokesman has left certain Washington correspondents non-plussed as to how far it may now be permissible to go in holding up the cold print of publicity to the Presidential tongue, which is often as noticeably loquacious as it is frequently reticent at Mr. Coolidge's press conferences.

The more cautious Washington correspondents will probably fall back upon the familiar statement that, "It is understood that President Coolidge, etc.," or "The announcement was authorized at the White House that the President's Chinese policy, etc." Some less cautious Washington corespondents have attributed as directly as possibly to the President without using the forbidden quotation marks many of Mr. Coolidge's utterances. Others have made it even plainer that Mr. Coolidge actually said so-and-so. The situation has so developed, largely as a result it is believed in some quarters at Washington of the strong exception taken recently by the President to criticism by one group of correspondents of Mr. Kellogg as Secretary of State, and to the suggestion by the same correspondents that he was to be succeeded by Mr. Hoover, that it may, perhaps, be interesting to study the various methods which will be employed henceforth to "get across" Mr. Coolidge's utterances to the newspapers and their readers now that the Official Spokesman is no more.

"MIGS" TOURNEY LAUNCHED

Forty Newspapers Participating in Fifth Annual Contest

Some 40 newspapers have already joined the Fifth National Marble Tournament, sponsored by Central Group of Scripps-Howard Newspapers, Howard Stephenson, national director, announced this week.

Headquarters have been established at Toledo, O.

Final matches will be held at Atlantic City the week of June 26-July 1. Champions and newspaper correspondents will be taken by the *Philadelphia Bulletin*, on of the tournament members, on a special pilgrimage to Valley Forge. Rings for marble-shooting will be erected on the beach at Atlantic City, near the board walk.

Local tournaments in most cities will be held during May and the early weeks of June. Tournament membership is not limited to Scripps-Howard papers, outside newspapers being invited to join on a co-operative basis.

DAWSON CABLES FELICITATION

Man Who Went With Roosevelt to Africa Congratulates U. P.

F. Warrington Dawson, who accompanied Roosevelt on his trip to Africa for the United Press, cabled congratulations to Karl A. Bickel, U. P. president, on the occasion of the twentieth anniversary of that organization celebrated this week.

The cable said: "In memory of our association in strenuous years of upbuilding I add my congratulations on the day which celebrates your stupendous success."—F. Warrington Dawson, former United Press manager, Paris.

Dawson, has won a reputation for himself as a writer in the French language in his years abroad.

SALEM PAPER MOVES

The *Salem* (Mass.) *Sunday Tribune* now occupying its new quarters on Essex Street, a block away from its old office. A new press was recently installed.

CLASSIFIED ADVERTISING 1926 RECORDS OF LEADING NEWSPAPERS

(Corrected and Reprinted from Issue of April 23)

KEY—*Gain; †Loss; [1] Chamber of Commerce or other Local Authority; [2] Audit Bureau of Circulations figure; [3] U. S. Census Estimate of July 1, 1926; [4] State Census, 1926; [5] Outline type; M—Morning; E—Evening; S—Sunday.

CITY AND PAPER	Issued	1926 Classified Advertising in Agate Lines	Gain or Loss Against 1925	Per Cent. of Gain or Loss Against 1925	Number of Advertisements in 1926	Gain or Loss in Number of Advertisements Against 1925	Per Cent. of Gain or Loss Against 1925 in Number of Advertisements	Average Number Lines Per Advertisement	Population Estimated Jan. 1, 1927 (U. S. Census Estimate July, 1926)	Average Number of Lines Per Capita	Average Number Advertisements Per Capita	Largest Type Permitted in Classified Columns	Can Column Rules Be Broken?	Are Cuts Permitted in Classified Columns?	Do Linage Figures Include Rules, Heads, etc.?
Abilene (Kan.) Chronicle	E	105,000	25,000*	32.*	15,000	3,500*	34.*	4	5,500	5.	1	8	No	Yes	Yes
Akron (O.) Times-Press	ES	3,042,046	606,494*	.249*	212,575	25,141*	.134*	4	225,000	13.5	....	30	Yes	Yes	Yes
Albion (Mich.) Recorder	E	171,934	112,798*	1.95*	.....	.....	.....	....	9,000	19.	....	8	No	No	No
Albuquerque (N. M.) State Tribune	E	266,854	45,934†	17.†	54,171	698†	10.†	4.9	24,000	11.	2	5½	No	No	Yes
Adrian (Mich.) Telegram	E	536,662	19,026*	3.7*	42,723	898*	2.1	3	13,000	41.	3.9	10	No	No	No
Allentown (Pa.) Call	MS	1,680,854	194,796*	13.*	163,892	12,292*	8.*	10	95,000	18.	1.7	5½	No	No	Yes
Chronicle & News	E	842,100	158,634*	19.*	54,475	15,159*	28.*	15	95,000	9.	.57	6	Yes	Yes	Yes
Altoona (Pa.) Mirror	E	1,328,348	.....	3.2*	97,240	.....	.....	13	70,000	18.9	1.	6	No	No	Yes
Amsterdam (N. Y.) Recorder	E	295,498	12,166†	.....	32,138	5,926†	.....	....	35,000	8.4	....	6	No	No	Yes
Anaheim (Cal.) Bulletin	E	444,360	7,560*	2.*	.....	.....	.....	....	10,500	42.	....	18[5]	Yes	Yes	No
Antigo (Wis.) Journal	E	96,810	40,628*	41.*	.....	.....	.....	....	10,564	9.1	....	8	No	No	Yes
Ashland (Ky.) Independent	ES	628,320	171,990*	38.*	41,993	11,673*	38.*	15	24,628	25.5	1.7	8	No	No	Yes
Auburn (N. Y.) Citizen	ES	176,736	178,416†	.....	.....	.....	.....	....	40,173	4.3	....	....	No	Yes	Yes
Augusta (Ga.) Chronicle	MS	403,312	11,018†	2.†	.....	.....	.....	....	65,000	6.2	....	36	Yes	Yes	No
Aurora (Ill.) Beacon-News	ES	1,304,828	63,224*	5.*	.....	.....	.....	....	48,000	28.	....	36[5]	Yes	No	Yes
Austin (Tex.) American-Statesman	MS	933,160	110,702*	13.4*	.....	.....	.....	7	40,000	23.3	3	24	Yes	Yes	No
Bakerfield (Cal.) Californian	E	605,696	14,658†	.....	.....	.....	.....	....	23,000	26.	....	24[5]	No	No	....
Baltimore (Md.) Post	E	752,423	243,473*	47.83*	.....	.....	.....	....	797,716	....	....	....	Yes	Yes	Yes
Bangor (Me.) News	M	883,570	99,444*	12.*	.....	.....	.....	....	26,644	3.3	....	....	Yes	Yes	No
Bartlesville (Okla.) Examiner	MS	369,390	9,030†	2.4†	.....	.....	.....	....	18,000	20.5	....	18	Yes	Yes	No
Battle Creek (Mich.) Enquirer & News	ES	1,749,622	.....	.....	.....	.....	.....	....	40,000[1]	43.7	....	24[5]	No	No	Yes
Moon-Journal	E	1,166,074	122,094*	11.6*	72,388	10,182	16.	16	45,000	25.9	1.61	....	Yes	Yes	Yes
Bayonne (N. J.) Times	E	725,868	150,300*	26.1*	88,715	5,475*	6 ½*	3	90,000	8.	.98	6	No	No	No
Beaver (Pa.) Times	E	347,200	42,000*	12.*	32,550	3,255	10.*	4¼	18,000	19.	1.8	18	No	No	No
Bellingham (Wash.) American	E	.....	.....	.....	.....	.....	.....	....	35,000	....	....	....	No	No	....
Bend (Ore.) Bulletin	E	134,148	19,992	17½	9,582	1,423	17	6.0	10,500	12.7	0.916	8	No	No	No
Bethlehem (Pa.) Globe-Times	E	599,158	9,918†	2.†	48,337	4,903*	10.*	12.3	62,947	9.5	.8	6	No	No	No
Biddeford (Me.) Journal	E	121,296	55,692*	31.4†	.....	.....	.....	....	24,832	4.9	....	6	No	No	Yes
Binghamton (N. Y.) Press	E	1,652,712	1,650,802	.1	.....	.....	.....	5	80,000	20.6	....	6	No	No	No
Birmingham (Ala.) News	ES	2,059,442	58,198*	2.9*	202,190	1,081†	.5†	10	250,000	8.	0.8	5½	No	No	No
Boise (Idaho) Idaho Statesman	MS	607,306	.....	.....	.....	.....	.....	....	23,000	26.	....	6	No	No	Yes
Bloomington (Ill.) Bulletin	ES	336,144	163,698*	94.*	54,326	10,088*	22.*	6	33,686	10.	1.5	6	No	No	No
Pantagraph	M	521,905	30,267*	6.*	127,875	681*	.....	4	35,000	14	3.6	5½	No	No	No
Boone (Iowa) News-Republican	E	90,748	9,800*	12.2*	.....	.....	.....	....	14,000	6.	....	8	No	No	No
Boston (Mass.) Transcript	E	2,633,235	107,921†	4.†	.....	.....	.....	....	800,000[1]	1.3	....	....	Yes	Yes	No
Bradenton (Fla.) Herald	ES	183,330	.....	.....	.....	.....	.....	....	14,000	13.	....	10	No	No	No
Brockton (Mass.) Enterprise	E	938,644	3,640*	.....	.....	.....	.....	....	66,000	14.	....	....	....	....	....
Brooklyn (N. Y.) Citizen	ES	718,010	181,122*	.026	25,736	1,426	.....	25	2,350,000	....	....	....	No	Yes	No
Times	ES	1,499,780	93,978	.....	.....	.....	.....	....	2,350,000	....	....	5½	No	No	No
Brownsville (Pa.) Telegraph	E	200,914	21,630	12 ½*	.....	.....	.....	....	9,077	22	....	24	Yes	Yes	No
Buffalo (N. Y.) Evening News	E	3,854,832	11,373†	.29†	778,000	780,000	.26†	5	545,273[4]	7	1.4	12	No	No	Yes
Times	ES	1,464,648	251,618*	20.*	153,209	13,978*	10.*	9.5	545,273[4]	2.6	.28	24	Yes	Yes	Yes
Burlingame (Cal.) Advance-Star	E	57,600	.....	50.	.....	.....	.....	4.5	15,000	3.8	....	12	Yes	Yes	Yes
Burlington (Kan.) Republican	E	135,922	.....	.....	.....	.....	.....	4	2,500	54	....	8	No	Yes	No
Butte (Mont.) Miner	MS	851,592	684,880	24.3*	.....	.....	.....	....	46,000	18.5	....	....	Yes	No	No
Caldwell (Kan.) Messenger	E	86,800	.....	.....	.....	.....	.....	....	2,200	39.4	....	10	No	No	....
Canton (Ill.) Ledger	E	98,686	.....	21.†	.....	.....	.....	....	12,000	8.0	....	8	No	No	Yes
Canton (O.) Repository	ES	2,842,098	335,096*	13.*	223,841	27,570	14.*	12.7	106,260	27.0	2.0	60[5]	No	Yes	Yes
Carbondale (Pa.) Leader	E	117,862	6,027*	5.*	.....	.....	.....	3.0	20,500	6.0	....	18	No	No	No
Centralia (Ill.) Sentinel	E	188,398	24,542*	13.02*	22,959	272*	.012*	8.2	12,491	15.0	2.0	24	Yes	No	Yes
Champaign (Ill.) News-Gazette	ES	571,242	11,074†	2.0	.....	.....	.....	5.0	47,000	12.1	....	8	No	No	Yes
Chattanooga (Tenn.) News	E	929,301	5,118*	.½*	116,163	649*	.½*	8.0	131,832	7.0	.880	10	Yes	No	Yes
Chicago (Ill.) Herald & Examiner	MS	2,277,399	300,172*	15.*	327,899	18,072*	6.0*	6.9	3,000,000	.7	.1	24	No	No	Yes
Tribune	MS	8,518,705	55,303*	.006*	1,358,260	81,774*	.056*	6.27	3,000,000	2.43	....	24	No	No	Yes
Cleveland (O.) Press	E	3,419,752	72,801†	2.13†	702,120	5,856†	.82†	4.8	1,176,482	2.9	.60	....	Yes	Yes	No
Columbia (Mo.) Tribune	E	151,214	.....	.....	.....	.....	.....	....	14,275	10.5	....	6	No	No	Yes
Columbus (O.) Citizen	E	1,853,570	201,290*	12.1*	187,287	12,982*	7.4*	9.8	310,622	5.9	0.6	36	....	....	Yes
Dispatch	ES	4,100,375	25,530	0.006	486,083	17,461	0.034	8.34	310,622	13.20	1.56	48	Yes	Yes	Yes
State Journal	MS	1,660,295	254,145*	18.0	136,288	23,980*	20.0*	12.2	300,000	5.0	.½	....	Yes	Yes	Yes
Concord (N. H.) Monitor-Patriot	E	199,332	.....	.....	.....	.....	.....	....	24,000	8.3	....	....	No	No	Yes
Corning (N. Y.) Leader	E	183,456	.....	.....	21,373	610*	.028*	8.0	22,000	8.0	1.0	12	No	No	No
Cortland (N. Y.) Standard	E	67,770	.....	4.0†	22,570	.....	4.0†	3.0	16,618	4.0	1½	7	No	No	No
Corvallis (Ore.) Gazette-Times	E	285,292	64,806†	.....	.....	.....	.....	....	7,500	38.0	....	8	No	No	Yes
Coshocton (O.) Tribune & Times-Age	ES	421,862	462,308	.080	.....	.....	.....	....	12,000	35.0	38.0	12	No	No	Yes
Covington (Ky.) Post	E	614,366	153,666*	25.*	64,901	11,189*	17.*	9.46	160,000	4.0	.½	....	Yes	Yes	Yes
Crookston (Minn.) Times	E	45,618	45,794	.....	2,110	60	.....	5.0	6,500	7.0	32.0	8	No	Yes	No
Dallas (Tex.) News	MS	2,940,177	139,500†	4.5	391,910	17,098†	4.6	7.2	280,000	7.2	1.5	12	No	No	Yes
Danbury (Conn.) News	E	567,035	17,553*	.03*	.....	.....	.....	....	25,000	22.68	....	7	No	No	Yes
Danville (Ill.) Commercial-Review	E	.....	.....	.....	123,110	2,427*	2.*	7	42,202	20.4	2.9	6	No	No	....
Davenport (Iowa) Times	E	896,350	20,636*	2.3*	97,141	4,739†	.049	9.2	70,000	11.5	1.3	48[5]	Yes	No	Yes
Dayton (O.) Herald	E	1,470,854	1,414*	.....	120,173	5,867*	.....	12.0	177,000	8.0	....	24	Yes	Yes	Yes
Journal	MS	1,646,190	7,294†	.....	.....	.....	.....	....	177,000	9.0	....	24	Yes	Yes	Yes
News	ES	3,072,832	82,740*	2.7*	308,616	7,378*	2.0*	9.9	177,000	17.3	1.7	24	Yes	Yes	Yes
Decatur (Ill.) Review	ES	1,077,527	36,494*	23.0*	132,323	8,586*	6.0*	8.0	55,000	19.0	2.4	12	No	No	No
Denton (Tex.) Record-Chronicle	E	248,486	24,080*	0.10*	.....	.....	.....	....	11,000	22.5	....	6½	No	No	Yes
Denver (Col.) Rocky Mt. News	MS	900,928	100,492	10.0	211,656	4,031	0.53	4.0	328,308[1]	3.0	1½	24	Yes	Yes	No
(The above figures report only the Morning News with Sunday)															
Des Moines (Ia.) Register & Tribune-Capital	MS	2,112,102	111,770*	5.58*	349,931	14,843*	4.42*	6.02	156,148‡	13.52	2.24	72[5]	Yes	Yes	Yes
(‡The population figures are those of R. L. Polk & Co.)															
Detroit (Mich.) Free Press	MS	4,862,032	10,290†	0.2†	657,580	3,132†	.4	7.3	1,535,964	3.1	0.4	36	No	No	Yes
News	ES	7,803,824	4,760†	.06†	1,455,896	30,277†	2.0	5.3	1,535,964	5.7	1.0	5½	No	No	Yes
Times	ES	2,373,247	296,335*	14.0*	270,594	21,261*	8.0*	9.0	1,535,964	1.5	0.17	24	No	No	Yes
Dodge City (Kan.) Globe	E	454,118	336,913*	287.*	90,824	55,663*	158.0*	5.0	7,250	62.6	12.5	12	No	Yes	Yes
Dubuque (Iowa) Telegraph-Herald	ES	458,542	35,434*	8.0*	.....	.....	.....	....	40,996[4]	11.0	....	36	No	Yes	Yes
Duluth (Minn.) News-Tribune	MS	1,153,824	63,366*	5½.0*	.....	.....	.....	10.0	119,070	9.2	....	18	No	No	Yes
Eau Claire (Wis.) Leader-Telegram	MES	358,344	2,366*	.007*	.....	.....	.....	....	24,042	15.0	....	18	No	No	Yes
Elgin (Ill.) Courier-News	E	942,634	75,404*	8.75*	97,996	10,683*	12.25*	9.0	33,384	28.0	2.93	18[5]	Yes	No	Yes
Elizabeth City (N. C.) Advance	E	130,627	13,748*	11.7*	9,853	924*	10.3	12.0	12,000	11.0	1.0	....	Yes	Yes	Yes
Elizabeth (N. J.) Journal	E	1,198,340	37,973*	3½*	175,305	1,059*	.075	6.0	110,000	10.8	1.5	5½	No	No	Yes
Elkhart (Ind.) Truth	E	791,182	1,722,242*	27.8*	93,792	15,313*	19.5*	8.4	35,000[1]	26.3	3.1	6	No	No	Yes
Elmira (N. Y.) Star-Gazette & Advertiser	ME	845,348	8,190*	.0098*	95,226	354*	.0098*	8.8	51,067	16.5	1.89	11	No	No	Yes
(The above figures do not include the morning figures)															
Elyria (O.) Chronicle Telegram	E	228,340	9,632*	4.4*	.....	.....	.....	....	25,000	9.1	....	....	....	....	....
Erie (Pa.) Times	E	1,444,704	79,229	5½	197,185	17,216	8.75	3½	128,755	1.12	1½	18	No	No	No
Eugene (Ore.) Guard	E	831,544	124,950*	17.68*	.....	.....	.....	....	22,000	37.7	....	8	No	No	No
Fall River (Mass.) Herald-News	E	332,951	.....	.....	.....	.....	.....	....	129,560	2.6	....	10	No	No	No
Fitchburg (Mass.) Sentinel	E	314,174	19,376†	5.8†	.....	.....	.....	....	44,034	7.0	....	5½	No	No	Yes
Flint (Mich.) Journal	ES	1,492,526	183,327*	0.14	.....	.....	.....	....	152,667	9.6	....	5½	No	No	No
Fort Madison (Iowa) Democrat	E	104,387	.....	.....	34,796	5,783*	20.0	3.0	14,000	7.5	2.5	....	Yes	Yes	No
Fort Meyers (Fla.) Tropical News	MS	487,529	272,461	126.7*	.....	.....	.....	....	20,000	24.38	....	12	No	No	Yes
Fort Worth (Tex.) Press	E	882,854	297,150*	50.0*	101,946	.....	.....	8.6	155,000	5.0	1.5	36	Yes	Yes	Yes
Star-Telegram	ES	1,588,284	235,704*	17.4*	194,160	21,028*	12.1*	8.13	155,000	10.2	1.25	12	No	No	No
Record-Telegram	M	1,108,436	1,274*	12.0*	194,160	21,028*	12.1*	5.70	155,000	7.1	1.06	12	No	No	No
Franklin (Ind.) Star	E	198,934	73,500*	.....	.....	.....	.....	....	4,909	40.5	....	14	No	Yes	No
Fremont (Nebr.) Tribune	E	250,922	.....	7.0	21,971	.....	5.0	9.0	12,000	21.0	2.3	7	No	No	Yes
Fresno (Cal.) Republican	MS	1,389,804	50,127*	2.77*	228,815	2,538†	1.10†	6.07	85,000	16.35	2.69	24	No	No	Yes
Gardiner (Mass.) News	E	307,391	51,031*	10.0*	.....	.....	.....	....	19,400	15.8	....	14	No	Yes	Yes
Gary (Ind.) Post-Tribune	E	1,428,735	1,209,227	18.0	129,467	114,327	13.0	1.17	110,000[1]	13.0	1.17	5½	No	No	Yes
Geneva (N. Y.) Times	E	29,332	30,394*	10.0*	.....	.....	.....	....	16,000	18.0	....	7	No	No	Yes
Gloversville & Johnstown (N. Y.) Leader-Republican	E	614,838	94,752*	18.2*	62,606	3,302*	5.57*	9.82	36,000	17.07	1.73	6	No	No	Yes
Grafton (W. Va.) Sentinel	E	64,680	12,936*	25.0*	5,852	1,463*	25.0*	12.0	8,500	7.7	0.6	6	No	No	No
Grand Rapids (Mich.) Press	E	2,211,076	161,854*	7.8*	325,986	36,515*	12.6*	6.8	169,097[1]	13.0	1.9	5½	No	No	Yes
Great Falls (Mont.) Tribune	M	389,746	23,184*	6.3*	.....	.....	.....	....	29,256	13.3	....	36	Yes	No	Yes
Hamilton (O.) Journal	E	390,698	81,564†	20.8†	39,018	6,575†	16.8†	10.0	51,000	7.6	0.76	9	No	No	No
Hanford (Cal.) Journal	M	147,084	5,616†	0.368†	.....	.....	.....	4.0	7,000	13.5	....	8	No	No	Yes
Hartford (Conn.) Times	E	2,035,836	.....	.....	.....	.....	.....	....	173,000	11.7	....	6	No	Yes	No
Hollywood (Cal.) Citizen	ES	735,994	109,648*	17.5*	121,705	15,506*	14.5	6.0	120,000	6.0	1.0	14	Yes	No	No
Homestead (Pa.) Messenger	E	264,408	5,300†	2.0†	.....	.....	.....	....	20,452	12.9	....	14	No	No	No
Houston (Tex.) Chronicle	ES	3,492,972	691,986*	24.0*	467,330	73,839*	18.0*	7.5	250,000	14.0	1.5	30	Yes	No	Yes
Hudson (N. Y.) Star	M	216,482	23,450†	9.0†	.....	.....	.....	....	12,000	18.0	....	7	No	No	Yes
Huntington (Ind.) Press	MS	277,476	32,636*	11.0*	40,293	3,126*	7.0*	6.5	17,000	16.0	2.0	7	No	No	Yes
Huron (S. D.), Huronite	E	199,000	50,000*	25.0*	.....	.....	.....	6.0	13,000	15.0	....	12	No	No	Yes

SMALL TOWN DAILY BOOSTED LINAGE BACKING TWO LOCAL EXPOSITIONS

12-Page Automobile Section Sold for Show Week—Large Booths Taken in Merchants Exposition by Public Utilities

By EDWARD J. HUGHES
Editor, Port Chester (N. Y.) Daily Item

NOT knowing just what heading may be used on this story, I am taking the liberty of embodying in this opening paragraph the words that I would use if a story of this kind were to receive my own editing. I would be inclined to use "More Proof of the Small Town newspaper's Great Pulling Power." Or something quite similar.

For the sake of brevity it might be well to state what the small town newspaper in question has accomplished that justifices making a claim such as is indicated in the first paragraph, and then follow with facts pertaining to the methods of accomplishment.

The Port Chester (N. Y.) Chamber of Commerce recently held two business boosting expositions of outstanding merit. The *Port Chester Daily Item* not only profited in a circulation and advertising way through the expositions in question, but is fully justified in assuming a great amount of credit for the success of the projects.

The first exposition conducted by the Port Chester Chamber of Commerce was the automobile show. This was the first of its kind ever attempted by the Port Chester automobile dealers and, therefore, comparative records of attendance and sales were impossible. However, the fact that all space was completely rented in less than ten days' time and all dealers reported sales during the show, would indicate that the affair was up to or above the standard set by automobile shows in communities the size of Port Chester.

The 1920 population of Port Chester was 16,373, and the present estimate is close to 20,000. Therefore, those familiar with competitive conditions and relative sizes of markets may appreciate that it is not a simple matter to conduct a successful automobile show in a locality of the size of Port Chester, situated so close to New York. That the automobile show was a success in the matter of space rental, attendance and sales, was due almost entirely to the fact that the Port Chester Daily Item co-operated in every way possible with the Chamber of Commerce Committee conducting the affair. The Daily Item in turn reaped a reward of a twelve-page automobile section on the opening night of the auto show, and a satisfactory amount of increased advertising space from the automobile dealers throughout the week.

The second exposition conducted by the Port Chester Chamber of Commerce under the direction of H. W. Slater, managing secretary, was the Merchants', Manufacturers' and Home Owners' Exposition, held for a period of seven nights and six afternoons. Affairs of similar character have been held in Port Chester on previous occasions, and it is, therefore, possible to make comparisons of attendance and all other statistical details. This having been done it is possible to make definite statements, and it is both interesting and impressive to note that this year's exposition broke all records of attendance, results to exhibitors, etc.

The Port Chester Daily Item co-operated with the Chamber of Commerce throughout the entire period of space renting, and was constantly in touch with the management of the exposition on all matters of importance. It was, therefore, extremely gratifying to have the manager of the exposition unqualifiedly state that in his opinion the success of the entire affair was due to the co-operation of the Daily Item.

If the reader will keep in mind the fact that the 1920 population of Port Chester was less than 17,000, and the present estimate only 20,000, and then refer to the Audit Bureau of Circulation's report of 4,695 circulation for the Daily Item, the full power of the small town newspaper will be realized and appreciated.

The attendance for the seven days was close to 10,000 paid admission, or more than 50 per cent of the entire population of Port Chester. And twice the circulation of the newspaper that made this attendance possible.

The Daily Item, as on the occasion of the automobile show, was amply rewarded for its co-operation, as evidenced by the unusual amount of extra linage obtained during the exposition. On the opening night of this affair one advertiser, through his several distributors, used four full pages of space. On Monday night of the exposition nearly 80 per cent of the advertising space carried by the Daily Item was secured from exhibitors with whom the popular size advertisement was at least a quarter page.

The editorial department of the Daily Item treated the event very liberally with discussions and comments concerning all exhibits.

Among the outstanding exhibits shown for the first time in Port Chester were the large booths of the big public service corporations.

The Westchester Lighting Company not only installed an extremely effective display but also conducted a series of Home Economics and Home Beautiful lectures every afternoon. These lectures were featured through the Woman's Page of the Daily Item.

The Port Chester Water Works used one of the largest displays. This was under the direction of E. J. Cooney, formerly associated with Worcester, Mass., and Providence, R. I., advertising agencies.

The New York, New Haven & Hartford Railroad Company, under the direction of its New York representative, George S. Wheat, and Thomas Flavelle, Inspector in the Signal Division, installed a miniature railroad, operated in exactly the same manner as the New York division of the road. This was the second time that this attractive and costly exhibit has ever been shown in the United States.

The New York Telephone Company arranged a special display for the first time that this public service corporation has been known to exhibit in small communities.

Local merchants who distribute nationally advertised products of every character from women's apparel to electrical devices for the home were included among the exhibitors. From these local merchants the Daily Item secured extra advertising linage that broke all records for space carried during similar local affairs.

One of the outstanding promotion features was a popularity contest conducted through the co-operation of the Daily Item. Coupons were printed in the customary manner every day and those securing the largest number of votes were awarded prizes, and given an opportunity to appear in a fashion display staged by Steiger's, Inc., the largest department store in Port Chester. Incidentally this fashion feature staged by Steiger's, Inc., resulted in a generous amount of extra advertising space for the Daily Item.

The Popularity Contest above mentioned increased the circulation of the Daily Item every day for the four weeks prior to the opening of the Exposition.

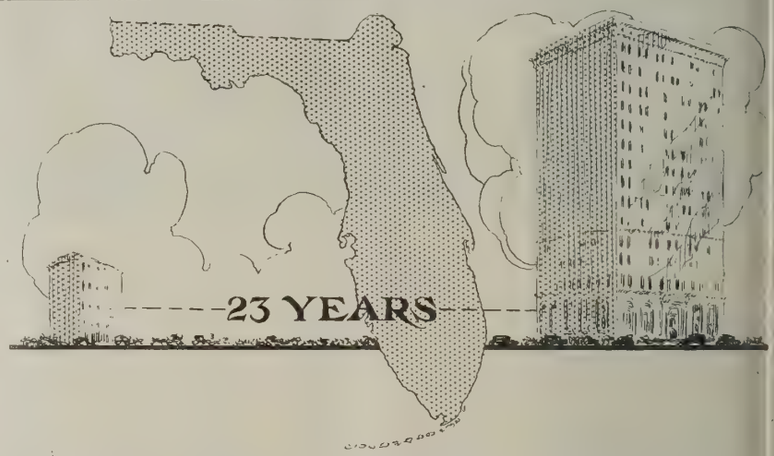
Both the automobile show and the Merchants', Manufacturers' and Home Owners' Exposition were arranged and managed by J. B. Keeney, for several years business and advertising manager of Editor & Publisher. Mr. Keeney has prepared a large supply of specially designed portable booths quite unlike the average exposition booths in matter of construction, and also an attractive stock of decorations suitable as background for the display. Special arrangements were made by the Chamber of Commerce to secure these booths for their use, and also to obtain Mr. Keeney's services as director of both shows.

The Daily Item gave Mr. Keeney a flattering indorsement and praised the manner in which he co-operated with both the editorial and advertising departments.

To sum up this entire co-operative effort on the part of merchants and the local newspaper we might use the statement of Mr. Keeney at the close of the exposition, i.e., "It could never have been done without the Port Chester Daily Item. This newspaper has been more than generous with its space and service and deserved its reward of increased advertising linage and circulation."



Display booth at Port Chester exposition



Florida Property Values Increase 709% in 23 Years

JACK'S proverbial bean-stalk had nothing on Florida for rapidity of growth. For in the past quarter-century this state has startled the world with its remarkable development.

Tax records of the Florida comptroller's office show that the property of the state has increased some 709 per cent since 1903 . . . and Florida has just begun to grow!

Tax records also show that Duval County, in which Jacksonville is located, now leads all other counties in Florida, in value of personal property and of telegraph and railroad property.

Jacksonville and its rich surrounding territory offers a fertile field which the manufacturer or distributor can thoroughly and economically cultivate by advertising in . . .

The Florida Times-Union
JACKSONVILLE, FLA.

STRICTLY A NEWSPAPER

Circulation

Average Daily and Sunday

Year	Copies	Sale Price Daily Edition
1896	21,516	3c
1897	22,456	
1898	25,726	
1899	76,260	
1900	82,106	
1901	102,472	
1902	105,416	
1903	106,386	
1904	118,786	
1905	120,710	
1906	131,140	
1907	143,460	1c
1908	172,880	
1909	184,317	
1910	191,981	
1911	197,375	
1912	209,751	
1913	230,360	
1914	259,673	
1915	318,274	
1916	340,904	
1917	357,225	
1918	368,492	
1919	362,971	
1920	342,553	
1921	348,607	
1922	356,671	2c
1923	362,361	
1924	383,005	
1925	387,005	
1926	391,465	
1927	414,990	

The New York Times accepts no orders from newsdealers on consignment. The above figures represent net paid sale.

The New York Times gives its readers every morning the most comprehensive survey of the history of the world for the preceding twenty-four hours. The Times prints the news—all of it—accurately—completely—promptly—and through the efficiency of its unparalleled news-gathering service, frequently ahead of appearance in other newspapers.

Published for the intelligent, thinking, alert reader, The New York Times offers a liberal education to the student, the man or woman in the every-day affairs of business, home and social life. It makes for good citizenship.

The increased demand for The New York Times, a newspaper offering only complete, dependable news, impartial and non-partisan, is a vindication of newspaper readers. The Times' success in attracting such readers is proof that there is a large public, of great importance, desiring full, accurate information of what is going on in the world.

The advertising columns of The New York Times are unequaled in the interest they have for the reader—in the variety of goods and services they offer, in their trustworthiness, in the news information they contain. The careful censorship maintained to exclude misleading and fraudulent announcements has created a justified confidence among The Times readers.

Advertising

Year	Lines	Basic Rate per agate line Daily	Sunday
1896	2,227,196	30c	30c
1897	2,408,247		
1898	2,433,193		
1899	3,378,750		
1900	3,978,620		
1901	4,957,205		
1902	5,501,779		
1903	5,207,964		
1904	5,228,480		
1905	5,958,322	40c	40c
1906	6,033,457		
1907	6,304,298		
1908	5,897,332		
1909	7,194,703		
1910	7,550,650		
1911	8,130,425		
1912	8,844,866		
1913	9,327,369		
1914	9,164,927	45c	45c
1915	9,682,562		
1916	11,552,496	50c	50c
1917	12,509,587		
1918	13,518,255		
1919	19,682,562	50c	55c
1920	23,447,395	55c	60c
1921	21,652,613	65c	75c
1922	24,142,222		
1923	24,101,226	65c	80c
1924	26,283,924	70c	85c
1925	28,200,444	75c	90c
1926	29,788,828	80c	$1.00

RAG PAPER EDITION

For the better preservation of history of today told in its complete news, The New York Times is publishing a limited number of copies of the daily and Sunday editions on endurable rag paper. This paper will last in bound files for centuries. The Times is the accepted newspaper of record. The Times is kept on file in hundreds of libraries, public, college and business, for its complete report of the news of the world, its statistics and notices of importance. The New York Times is the only newspaper in the United States considered of sufficient value for permanent filing to warrant the printing of an edition on rag paper.

The New York Times

"All the News That's Fit to Print"

THE TIMES INDEX

Supplementing its contribution to the preservation of the journalism of today, The Times is alone among general newspapers in the publication of a complete index. The Times Index has been issued continuously in quarterly volumes since 1913. It is the standard newspaper reference in all classes of libraries all over the world. All news items are indexed by subjects and names, fully cross-referenced to persons and related events. The date, page and column of publication in The Times are given.

JUDGE ASKS CONTEMPT CASE BE BROUGHT AGAINST DETROIT DAILY

Request Based on Interview with Ford-Sapiro Juror Which Caused Mistrial in $1,000,000 Suit— Printed in Times

FEDERAL Judge Fred M. Raymond of Grand Rapids, Mich., who has been sitting since March 14, in the United States Court at Detroit in the trial of Aaron Sapiro's million dollar libel action against Henry Ford and his *Dearborn Independent,* after declaring a mistrial in that cause on April 21, directed John A. Baxter, acting district attorney, to prepare proceedings against the Times Publishing Company as having committed contempt of court.

Judge Raymond, in his remarks accompanying the granting of the Ford counsels' motion for a mistrial, had declared that the case had been greatly harmed by "Sensational Journalism."

The Times Publishing Company which publishes William Randolph Hearst's *Detroit Times,* evening and Sunday, was singled out by Judge Raymond for contempt proceedings because it carried an interview with Mrs. Cora Hoffman, one of the six women jurors in the case, who had been the subject by Ford and federal agents of an investigation dealing with her alleged intimacy with one J. Miller, a real estate broker, whose continued presence at the trial and in the court corridors had been noted.

Mrs. Hoffman was first questioned by Judge Raymond late on Monday, April 18, while the case was under adjournment due to the illness of Senator James A. Reed of Missouri, chief of Ford counsel. She was again questioned on the following morning, when another adjournment was taken, but before which Ford counsel announced they would file a motion for mistrial on Thursday.

Judge Raymond himself revealed to newspaper men the name of the accused woman juror on Tuesday morning.

To a Times reporter at her home a short time later Mrs. Hoffman gave an account of the questioning to which she had been subjected by the judge. She also volunteered the remark that "It looks to me as if certain parties are trying to get hold of something so they can get this case thrown out of court."

This interview was made one of the four grounds for a mistrial in the Ford motion given out for publication late on Wednesday, April 20 and supported by more than a dozen affidavits from Ford agents charging Mrs. Hoffman with improper actions and prejudice against Henry Ford. The next morning the court granted the motion and started contempt proceedings against the Times setting April 28 as the date for the information to be filed before him by the district attorney.

In an editorial April 22 the Times defended its position and asserted that it had interviewed Mrs. Hoffman in pursuit of its policy never to print charges against any person particularly a woman without giving that person an opportunity to present his or her side.

The interview dealt only with the charges against Mrs. Hoffman, not with any details of the Ford-Sapiro case, the Times contends.

After relating that she had admitted to Judge Raymond that she had unintentionally admitted a woman court spectator to the rest room set apart for the women jurors Mrs. Hoffman repeated the explanation she had given the court about her association with the man complained of, J. Miller, whom she described as a real estate broker.

"I told the judge that I had talked with Miller several times about selling a flat owned by my husband and myself, but I never discussed the Ford-Sapiro trial with him.

"As a matter of fact, the last time I talked to him I told him to quit hanging around the court room and pestering me and to get out and sell the apartment house.

"Before I was called on this panel, I had never heard of Sapiro and I knew nothing about Mr. Ford's matters. I did not even know the first day I went to court that it was this matter coming up.

"I've never before done jury service of any sort. I never said to anyone that I would give a verdict against Ford no matter how many weeks of testimony I had to hear. I've warned my friends not to talk to me about the case."

TRADE SCHOOLS SHOW WORK AT WALDORF

Specimens of Work Done at Ithaca, Chicago, Nashville, and Spokane Seen in A. N. P. A. Headquarters

Increased activity on the part of the committee on Printing Trade Schools, of which Victor F. Ridder is chairman, was shown by an exhibit in the Myrtle Room,



Bloor Schleppy

headquarters for the A. N. P. A. The most extensive exhibits were made by the Newspaper Photo-Engraving School, Inc., of Chicago, the Empire State School of Printing and the Empire State School of Engraving at Ithaca. The exhibits were arranged by Bloor Schleppy, manager of the Chicago school, and Ross W. Kellogg, director of the Ithaca schools. They consisted of photographs of the school and specimens of work.

Other schools represented in the exhibit were the Southern School of Printing at Nashville, Tenn., and the Northwest School of Printing at Spokane, Wash.

The educational work of the A. N. P. A. brought to New York for the convention, Dr. Charles A. Prosser, director of Dunwoody Institute, Minneapolis, former federal director of vocational education and a national authority on the subject, and Tanner Ho Freeman secretary of the Employing Photo Engravers Association of America. This association has a well developed program of education within its industry.

Mr. Kellogg brought to the convention a limited number of portfolios displaying the work of students in his schools. These were distributed to publishers who displayed particular interest in the educational work sponsored by the A. N. P. A.

"Our School of Printing will be five years old on May 1 and is now firmly established," said Mr. Kellogg. "I have had the pleasure this week to report to the committee on education of the Publishers' Association of New York that their school, the Empire State School of Engraving, has successfully passed the experimental stage, that we are convinced that our courses are sound and that our graduates are making good in the trade."

CONVENTION DAILY PRINTED AT WALDORF

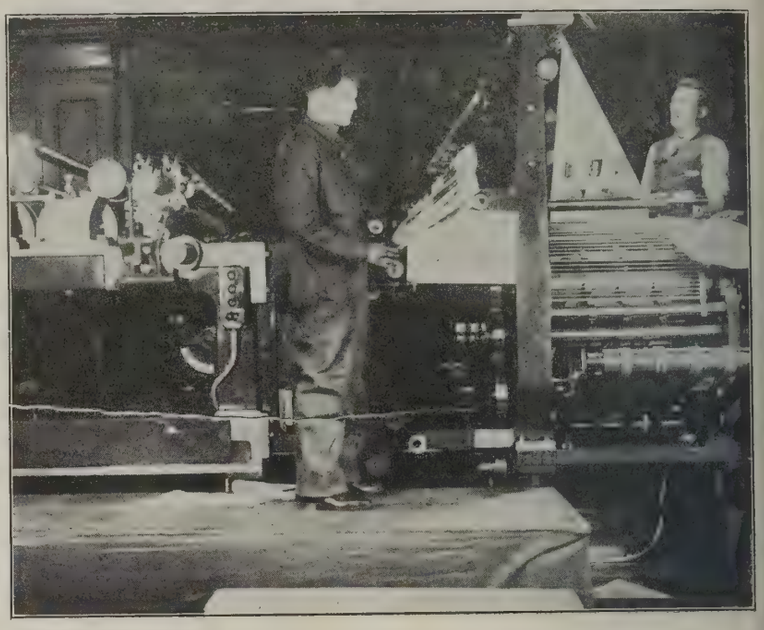


Photo shows the special Duplex newspaper press set up in the Waldorf-Astoria Hotel to print the *Press,* daily, A. N. P. A. Convention Paper. The enterprise was under the direction of the International Pressmen's and Assistant's Union of North America. Apprentice pressmen printed the paper.

CELEBRATE DAILY'S FOUNDING

More than 500 stockholders of the Eteenpain Co-Operative Society, publishers of the *Worcester* (Mass.) *Eteenpain,* Finnish daily newspaper, took part in a celebration of the sixth anniversary of the founding of the society on April 17.

EASTON EXPRESS LINAGE

Linage figures for the *Easton* (Pa.) *Express* for 1926, which were not carried in Editor & Publisher's recent tabulation of linage in U. S. newspapers, follow: Clasified, 940,212; local, 7,036,008; national 1,599,822; total 9,576,042.

OKLAHOMA CITY

is the center of a

BILLION DOLLAR STATE

According to the United States Department of Agriculture, Oklahoma's wealth for 1926 is divided as follows: Petroleum, $347,000,000; manufactured products, $450,000,000; plow crops and livestock, $414,212,000.

Oklahoma City is the geographical, commercial and financial center of this billion dollar state. The spending of a huge slice of this wealth is being influenced by advertising in the greatest morning and afternoon newspapers in the state—The Daily Oklahoman and Oklahoma City Times.

Combined Daily Circulation, 148,369; Sun., 93,377

The Daily Oklahoman
Oklahoma City Times

Represented by E. Katz Special Advertising Agency
New York, Chicago, Atlanta, Kansas City, Detroit, San Francisco.

117,861

is the combined net paid circulation for March, 1927, of the Washington Times and The Washington Herald.

139,472

is the net paid circulation for March 1927, of The Big Sunday Washington Herald.

51,555

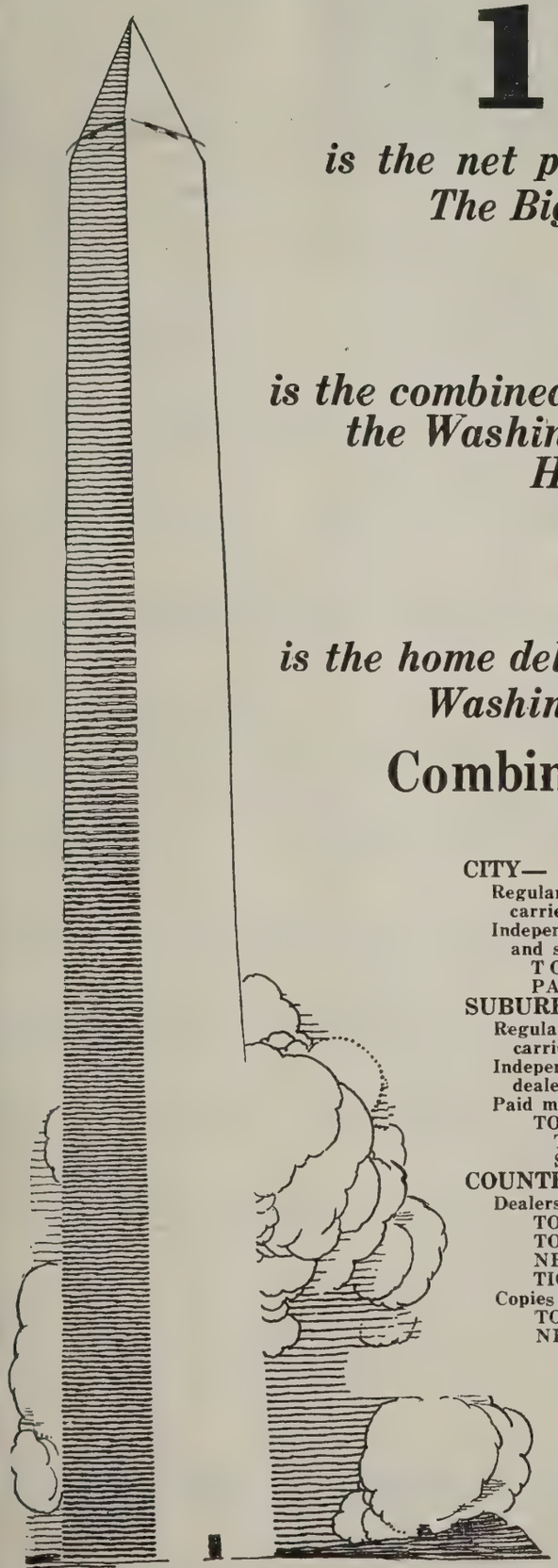
is the combined daily home delivered circulation of the Washington Times and The Washington Herald, for March, 1927.

35,354

is the home delivered circulation of The Big Sunday Washington Herald, for March, 1927.

Combined Circulation Statement
March, 1927

	DAILY			SUNDAY		
CITY—						
Regular home delivery by carrier	45,599			30,441		
Independnt carriers, dealers and street sales	57,133			29,903		
TOTAL CITY NET PAID		102,732			60,344	
SUBURBAN—						
Regular home delivery by carrier	5,956			4,913		
Independent carriers and dealers	2,417			2,891		
Paid mail	694			41		
TOTAL SUBURBAN		9,067			7,845	
TOTAL CITY AND SUBURBAN			111,799			68,189
COUNTRY—						
Dealers and mail	6,062			71,283		
TOTAL COUNTRY		6,062				71,283
TOTAL AVERAGE NET PAID CIRCULATION			117,861			139,472
Copies for service			1,584			897
TOTAL AVERAGE NET CIRCULATION			119,445			140,369



RODNEY E. BOONE
General Manager, National Advertising
9 East 40th Street, New York

A. N. P. A. ATTACKS TRADE COMMISSION SUIT

(*Continued from page 19*)

Boston Christian Science Monitor—Norman S. Rose, Charles E. Jarvis, Willis J. Abbott, Chas. E. Heitman.
Boston Globe—Chas. H. Taylor.
Boston Transcript—Wm. F. Rogers.
Brooklyn Eagle—R. M. Gunnison, M. P. Goodfellow, E. C. Martin.
Buffalo Courier - Express — Burrows Mathews, William J. Conners, Jr.
Buffalo Evening News—J. F. Melia, E. H. Butler.
Burlington (Vt.) Free Press—David W. Howe.
Burlington (Iowa) Hawk-Eye—Jno. F. D. Aue.
Calgary (Canada) Herald—W. J. Watson.
Cambridge (Ohio) Jeffersonian—Harry W. Amos.
Camden (N. J.) Courier-Post—F. F. Willhite.
Centralia (Ill.) Sentinel—Verne Joy.
Charleston (W. Va.) Gazette—Robert L. Smith.
Charleston (W. Va.) Mail—B. H. Anderson.
Charlotte (N. C.) Observer—Curtis B. Johnson.
Chattanooga (Tenn.) Times—H. C. Adler.
Chicago American—Herman Black.
Chicago Daily News—Hopewell Rogers, L. R. Barton, Walter A. Strong.
Chicago Herald-Examiner—M. C. Meigs.
Chicago Post—Carroll Shaffer.
Chicago Tribune—Daniel McMahon, W. H. Whalen, John W. Park, E. M. Antrim.
Cincinnati Times-Star—C. H. Rembold, George Fries, Fred J. Oexman.
Clarksburg (W. Va.) W. C. Tetrick.
Cleveland News—D. R. Hanna, Jr.
Cleveland Plain Dealer—E. H. Baker, George M. Rogers, J. S. McCarrens.
Cleveland Press—R. A. Huber.
Coffeyville (Kan.) Journal—H. J. Powell.
Colorado Springs (Colo.) Telegraph-Gazette—C. C. Hamlin.
Columbia (S. C.) State—F. C. Withers, Wm. E. Gonzales.
Columbus (Ohio) Dispatch—A. E. Campbell, Harvey R. Young, C. J. Reiker.
Corning (N. Y.) Leader—John F. Rolfe, W. A. Underhill, E. S. Underhill.
Cumberland (Md.) Times—Jos. B. Finan.
Dallas (Texas) News—Walter A. Dealey, E. B. Dran.
Danville (Ill.) Commercial-News—J. H. Harrison, W. J. Parott.
Davenport (Iowa) Democrat-Leader—Frank D. Throop.
Davenport (Iowa) Times—E. P. Adler.
Decatur (Ill.) Herald—W. F. Hardy.
Decatur (Ill.) Review—H. C. Schaub, F. W. Schaub.
Denver (Colo.) News—Stuart S. Schuyler.
Des Moines (Iowa) Register & Tribune Capital—Harry T. Watts, John Cowles.
Detroit Free Press—W. H. Pettibone.
Detroit News—W. B. Booth.
Duluth Herald—M. F. Hanson.
Duluth News-Tribune—Reed T. Bayne.
East Liverpool (Ohio) Review Tribune—Louis H. Brush, T. S. Brush, Roy D. Moore.
Elgin (Ill.) Courier-News—D. A. McKenzie.
Elizabeth (N. J.) Journal—Elmer E. Stanion, Fred L. Crane.
Elmira (N. Y.) Star-Gazette—J. T. Calkins, F. E. Tripp.
Erie Dispatch-Herald—L. Benjamin.
Erie (Pa.) Times—John J. Mead, Sr.
Evansville (Ind.) Courier-Journal—Ed. J. Fehn.
Fargo (N. D.) Forum—Norman D. Black.
Findlay (Ohio) Morning Republican—L. N. Heminger.
Fort Wayne (Ind.) News-Sentinel—Arthur K. Remmel, Oscar G. Foellinger.
Fort Smith (Ark.) Times-Record—J. S. Parks.
Fort Worth (Texas) Star-Telegram—J. M. North, Jr.
Fresno (Cal.) Republican—Geo. A. Osborn.

NEW YORK STATE PUBLISHERS GROUP



A group of New York State publishers, who came to New York for the A. N. P. A. convention at the Waldorf-Astoria Hotel this week are shown in the picture above. Left to right (seated): William V. Jones, *Utica Press;* Chas. H. Congdon, *Watertown Times;* Prentiss Bailey, *Utica Dispatch;* Ed. H. O'Hara, *Syracuse-Herald;* Norman E. Mack, *Buffalo Times;* Frank E. Gannett, *Rochester Times-Union;* Jerome D. Barnum, *Syracuse Post-Standard;* Arthur Hecox, *Albany Knickerbocker Press;* Victor J. Callanan, *Auburn Advertiser Journal;* J. B. Pinkham, of the New York Publishers Association. Second row (left to right): C. S. Estabrook, *Post-Standard,* Syracuse; J. T. Calkins, *Elmira Star-Gazette;* John Rolfe, *Corning Leader;* Roy C. Kates, *Rochester Times-Union;* R. E. Bennett, *Binghamton Press;* A. B. Parker, *Watertown Standard;* Austin N. Liecty, *Schenectady Gazette;* David B. Plum, *Troy Record;* Jules Livingston, *Binghamton Press;* R. M. Van Wagnen, *Niagara Falls Gazette.* Back row (left to right): Frank E. Tripp, Gannett Newspapers, Elmira; Ed. H. Mills, *Gloversville Leader;* Rep. Fred D. Salmon, *Port Jervis Union-Gazette;* Edwin M. Waterbury, *Oswego Palladium-Times;* and W. J. Mathey, traffic manager of the American Newspaper Publishers Association.

Gary (Ind.) Post-Tribune—J. R. Snyder.
Geneva (N. Y.) Daily Times—G. B. Williams, W. A. Gracey, L. W. Gracey, R. L. Gracey.
Gloversville (N. Y.) Morning Herald—E. H. Cullings, F. M. Cullings.
Gloversville (N. Y.) Leader-Republican—E. H. Mills, Frank L. Rodgers.
Grand Rapids (Mich.) Press—E. J. Slemons.
Greensburg (Pa.) Review & Tribune—E. A. Sweeney.
Hamilton (Ont.) Spectator—James R. Allan.
Hannibal (Mo.) Courier-Post—E. L. Sparks.
Harrisburg (Pa.) Telegraph—A. H. Stackpole, A. R. Michener.
Hartford (Conn.) Courant—H. H. Conland.
Haverhill (Mass.) Gazette—Robt. L. Wright.
Hornell (N. Y.) Tribune-Times—S. Mabel Wombough, Mrs. Olive G. Buisch.
Houston (Texas) Post-Dispatch—Walter C. Sterling, C. C. Maes, Geo. M. Bailey.
Houston (Texas) Press—Roy W. Howard.
Hudson (N. Y.) Daily Star—Emory C. Van Loan.
Huntsville (Ala.) Daily Times—Mrs. J. E. Pierce, J. E. Pierce.
Hutchinson (Kan.) News—W. Y. Morgan.
Indianapolis News—Hilton U. Brown, Frank. T. Carroll.
Jamestown (N. Y.) Journal—F. P. Hall, H. M. Hall.
Jersey City (N. J.) Journal—Walter M. Dear.
Joliet (Ill.) Herald-News—L. F. Filson.
Kansas City (Mo.) Journal-Post—Marion B. Sharp, Jason Rogers.
Kansas City (Mo.) Star—Irwin Kirkwood.
Kewanee (Ill.) Star-Courier—L. D. Upton.
Kingston (N. Y.) Freeman—Jay E. Klock.
Knoxville (Tenn.) Journal—A. F. Sanford.
Knoxville (Tenn.) Sentinel—Wiley D. Morgan.
Kokomo (Ind.) Dispatch—Nelson P. Poynter.
Kokomo (Ind.) Tribune—J. A. Kautz.
LaCrosse (Wis.) Tribune—Frank Burgess.
Lancaster (Pa.) Intelligencer & News Journal—Henry C. Carpenter, J. Hale Steinman, I. Z. Buckwalter, M. L. Detwiler.
Lawrence Eagle—Irving E. Rogers.
Lawrence (Mass.) Tribune—George A. Mellen.
Lewiston (Me.) Sun & Evening Journal—L. B. Costello, Arthur G. Staples.
Lexington (Ky.) Leader—H. Giovannoli.
Lima (Ohio) News—Roy Galvin.
Lincoln (Neb.) Star—L. B. Tobin.
Little Falls (N. Y.) Times—John Crowley.
Little Rock (Ark.) Gazette—J. N. Heiskell.
Lockport (N. Y.) Union-Sun—E. D. Corson.
Los Angeles Times—Harry Chandler.
Louisville (Ky.) Courier Journal & Times—H. W. Stodghill, Emanuel Levi, R. W. Bingham.
Louisville (Ky.) Herald-Post—Ben S. Washer, George R. Newman.
Lowell (Mass.) Courier-Citizen—Wm. G. Spence.
Lynchburg (Va.) News—Powell Glass, M. K. Duerson.
Lynn (Mass.) Item—C. H. Hastings.
Madison (Wis.) Wisconsin State Journal—I. U. Sears.
Manchester (N. H.) Union & Leader—J. A. Muehling, C. Dekker, Frank Knox.
Marietta (Ohio) Register—J. D. Chamberlain, Ray S. Sprague.
Marion (Ohio) Star—Louis H. Brush, Roy D. Moore.
Mason City (Iowa) Globe-Gazette—Lee P. Loomis.
Massillon (Ohio) Evening Independent—J. J. Bernstein.
Meriden (Conn.) Journal—C. H. Tryon, F. E. Sands.
Meriden (Conn.) Record—E. E. Smith, W. A. Kelsey.
Miami (Fla.) Herald—Frank B. Shutts.
Milwaukee (Wis.) Journal—H. J. Grant, C. B. Bickelhaupt.
Minneapolis (Minn.) Tribune—C. A. Prosser.
Moline (Ill.) Dispatch—P. S. McGlynn, August Sundine.

(*Continued on page 42*)

Advertising Preference

In a recent survey of Altoona made by the Emerson B. Knight Co., one of the questions asked was

What newspaper do you prefer for advertising information?

Of the families who receive both the Altoona Mirror and the Tribune

87.35% are conscious of preferring the Mirror
1.15% are conscious of preferring the Tribune

96.87% of the families who receive the Mirror are conscious of preferring the Mirror for advertising information.

This is 89.07% of the Altoona families who receive by carrier an Altoona newspaper. Hence by placing your advertising in the Mirror you cover Altoona thoroughly at one cost.

Daily average for six months ending March 31st

29,231

THE
ALTOONA MIRROR
Altoona, Pa.

Business Direct **Fred G. Pearce, Mgr. of Adv.**

The circulation of the Cleveland *Press* a Scripps-Howard newspaper, is now 235,458---a new high level---the largest circulation ever attained by any daily newspaper in Ohio. In the face of three of the largest newspaper circulation contests in the history of American journalism and despite the fact that one of its contemporaries has combined its circulation with that of the discontinued "Times", the *Press* has again---without circulation schemes---swept forward to new high levels of reader approval.



SCRIPPS-HOWARD

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York, N. Y.

Chicago Detroit San Francisco Los Angeles Seattle

A. N. P. A. ATTACKS TRADE COMMISSION SUIT

(*Continued from page 40*)

Mount Vernon (N. Y.) Daily Argus—Franklin A. Merriam.
Muscatine (Iowa) Journal—C. Rabedeaux.
Muskogee (Okla.) Phoenix—E. K. Bixby; Joel H. Bixby.
Nashville Banner—J. G. Stahlman.
Newark (N. J.) News—Eugene W. Farrell.
Newark (N. J.) Newark Star-Eagle—Gilbert Falk; H. J. Auth.
Newark (N. J.) Sunday Call—Louis Hannock.
New Bedford (Mass.) Standard—Benj. H. Anthony, Edmund Anthony, J. T. Murray.
New Britain (Conn.) Herald—T. F. Jackson.
Newburgh (N. Y.) News—F. H. Keefe.
Newburyport (Mass.) News—E. E. Hicken.
New Castle (Pa.) News—Fred L. Rentz.
New Haven (Conn.) Register—Miss M. C. Sheridan.
New London (Conn.) Day—O. G. Andrews; Theodore Bodenwein.
New Orleans (La.) States & Shreveport Times—Robt. Ewing.
New Orleans (La.) Times Picayune—John F. Tims, Jr.; L. K. Nicholson.
Newport News (Va.) Daily Press & the Times-Herald—W. S. Copeland.
New York Daily News—J. W. Barnhart.
New York Graphic—J. R. Waters.
New York Herald-Tribune—Geo. F. Hufnagel.
New York Evening Post—C. C. Lane.
New York Staats-Herold—Victor F. Ridder; B. H. Ridder.
New York Sun—John E. Martin; F. A. Walker; Edwin S. Friendly.
New York Times—J. O. Adler; Louis Wiley.
New York World—S. M. Williams.
Niagara Falls (N. Y.) Gazette—H. M. Van Wagnen; M. Bradley Norton.
Norfolk (Va.) Ledger Dispatch—S. L. Slover; P. L. Huber.
Norristown (Pa.) Times-Herald—Walter A. Wilson.
Norristown (Pa.) Times-Herald—John C. Dye.
North Adams (Mass.) Transcript—J. A. Hardman.
Oakland (Cal.) Tribune—J. R. Knowland.
Oklahoma City Daily Oklahoman—E. K. Gaylord.
Olean (N. Y.) Times—M. G. Fitzpatrick
Ottawa Canada Journal — Michael Powell.
Ottawa Citizen—G. A. Disher.
Ottumwa (Iowa) Daily Courier—J. F. Powell.
Owensboro (Ky.) Messenger — Urey Woodson.
Owosso (Mich.) Argus Press—J. G. Campbell.
Parkersburg (W. Va.) News—Edw. McGrail.
Passaic (N. J.) Daily News—R. E. Lent.
Paterson (N. J.) Press-Guardian—W. B. Bryant, James T. Peto.
Pawtucket Times—W. E. Binford, Charles O. Black.
Peoria (Ill.) Journal-Transcript—Geo. W. Barrett, Merle Slane.
Peoria (Ill.) Star—Louis Proehl, Clarence Eyster.
Perth Amboy (N. J.) News—D. P. Olmstead.
Philadelphia Bulletin—J. W. Simpson, Robert McLean, W. C. McLean, Jr.
Philadelphia Public Ledger—John C. Martin.
Philadelphia Record—W. H. H. Neville, Rowe Stewart.
Phoenix Arizona Republican—Chas. A. Stauffer, Dwight B. Heard.
Pittsburgh Kansas Headlight—J. T. Moore.
Pittsburgh (Pa.) Gazette-Times—Urban E. Dice.
Pittsfield Eagle—D. B. Miller.
Plainfield (N. J.) Courier-News—C. F. Stout.
Portland Oregon Journal—S. R. Winch.
Portland Oregonian—Edgar B. Piper.
Providence Journal—Allison Stone, A. L. Poorman.
Pueblo (Colo.) Star-Journal—Frank S. Hoag.
Raleigh (N. C.) News-Observer—Josephus Daniels, Jr.
Richmond (Ind.) Palladium—E. H. Harris.
Richmond (Va.) News-Leader — W. Brydon Tennant, John Stewart Bryan.
Richmond (Va.) Times-Dispatch—C. P. Hasbrook, Frederick Lewis.
Roanoke (Va.) Times & World News—J. P. Fishburn.
Roanoke (Va.) Times—W. E. Thomas.
Rochester (N. Y.) Democrat & Chronicle—Herbert Winn.
Rochester Times-Union—Frank E. Gannett.
Rockford (Ill.) Morning Star—Russell Chapman, R. S. Chapman.
Rome (N. Y.) Sentinel—A. R. Kessinger.
Rutland (Vt.) Herald—H. L. Hindley.
St. Johnsbury (Vt.) Caledonian-Record—Herbert A. Smith.
St. Joseph (Mo.) News-Press—C. M. Palmer.
St. Joseph (Mo.) News-Press—H. A. Sprague.
St. Louis Globe-Democrat—E. Lansing Day.
St. Louis Star—Elzey Roberts, Frank W. Taylor, Jr.
St. Paul (Minn.) Daily News—E. F. Coyne, C. D. Bertolet, E. A. Stein.
St. Paul (Minn.) Dispatch & Pioneer Press—C. K. Blandin, J. W. Magers.
Salt Lake City (Utah) Telegram—A. L. Fish.
Salt Lake City (Utah) Tribune—J. F. Fitzpatrick.
San Antonio (Texas) Express—Frank G. Huntress.
San Bernardino (Cal.) Sun—O. R. C. Harbison.
San Francisco (Cal.) Chronicle—Geo. T. Cameron.
San Jose (Cal.) Mercury Herald—J. O. Hayes.
Savannah (Ga.) Morning News—H. V. Jenkins.
Schenectady (N. Y.) Gazette—A. N. Liecty.
Schenectady (N. Y.) Union-Star—F. R. Champion.
Scranton (Pa.) Times—J. W. Flanagan, E. J. Lynett, W. R. Lynett, J. E. Bradley.
Sioux City (Iowa) Journal—W. H. Sammons.
Sioux City (Iowa) Tribune—John H. Kelly, A. T. Zellner.
South Bend (Ind.) Tribune—F. A. Miller.
Spokane (Wash.) Spokesman-Review—W. H. Cowles, W. H. Cowles, Jr.
Springfield (Ill.) State-Journal—Will H. McConnell, S. Leigh Call.
Springfield (Ill.) State Register—G. M. Clendenin, Thomas Rees.
Springfield (Mass.) Republican—Richard Hooker, A. H. Yunker.
Springfield (Ohio) Daily News—Edgar Morris.
Superior (Wis.) Evening Telegram—Morgan Murphy.
Syracuse (N. Y.) Herald — E. H. O'Hara.
Syracuse (N. Y.) Post-Standard—J. D. Barnum.
Tacoma (Wash.) Ledger—Frank S. Baker.
Tampa (Fla.) Morning Tribune—S. E. Thomason.
Tarrytown (N. Y.) Daily News—Wallace Odell, Wm. L. Fanning.
Taunton (Mass.) Daily Gazette—Wm. H. Reed.
Terre Haute (Ind.) Tribune—A. C. Keifer.
Toledo (Ohio) Blade—Daniel Nicoll.
Toledo (Fla.) News-Bee—James F. Pollock.
Toledo (Ohio) Times—R. C. Patterson.
Topeka (Kans.) Capital—Arthur Capper.
Topeka (Kans.) State Journal—Frank P. MacLennan.
Toronto, Globe—R. K. Stocks.
Toronto Mail and Empire — Geo. E. Scroggie.
Toronto Daily Star—D. C. R. Harris.
Troy (N. Y.) Record—D. B. Blum.
Tulsa (Okla.) Tribune—Dean Palmer.
Tulsa (Okla.) World—Eugene Lorton, F. O. Larson.
Utica (N. Y.) Observer-Dispatch—Prentiss Bailey.
Utica (N. Y.) Press—Wm. V. Jones.
Vancouver Province—F. J. Burd.
Vancouver Sun—R. J. Cromie.
Warren (Ohio) Tribune Chronicle—Mrs. Zell Hart Deming.
Washington (D. C.) Evening Star—Frank B. Noyes, Fleming Newbold.
Washington Times-Herald—A. R. R. Onyun.
Washington (Pa.) Observer—J. L. Stewart, Howard L. Christman.
Waterbury (Conn.) Republican-American—W. J. Pape, I. B. Myers.
Waterloo (Iowa) Evening Courier—Jackson McCoy.
Watertown (N. Y.) Standard—L. S. Chubbuck, A. B. Parker.
Wausau (Wis.) Record Herald—J. L. Sturtevant.
Westerly (R. I.) Sun—Geo. B. Utter.
Wichita (Kans.) Eagle—M. M. Murdock.
Wichita Falls (Tex.) Daily Times—J. H. Allison, Ed. Howard.
Williamsport (Pa.) Grit—Detrick Lamade, Chas. D. Lamade, Geo. R. Lamade, Howard J. Lamade.
Williamsport (Pa.) Sun—E. M. Case, Geo. E. Graff.
Wilmington (Del.) Every Evening—Wm. F. Metten.
Woonsocket (R. I.) Call—Samuel E. Hudson.
Worcester (Mass.) Evening Post—John H. Fahey.
Worcester (Mass.) Telegram-Gazette—Roland F. Andrews, Geo. F. Booth.
York (Pa.) Gazette—H. B. Hostetter.
York (Pa.) Dispatch—C. H. Meredith, E. B. Williamson.
Youngstown (Ohio) Vindicator—Wm. F. Maag, Jr.

A. N. P. A. HOST TO VISITING CHIEFS

Officials of Inter-Regional Press Associations Given Dinner by National Association's Directors at Waldorf—Co-operation Is Theme

Co-operation between inter-regional associations and the American Newspaper Publishers Association was the theme of the annual dinner of the A. N. P. A. held Tuesday evening at the Waldorf.

The guests of honor were the officials of the various newspaper publishing associations attending the convention.

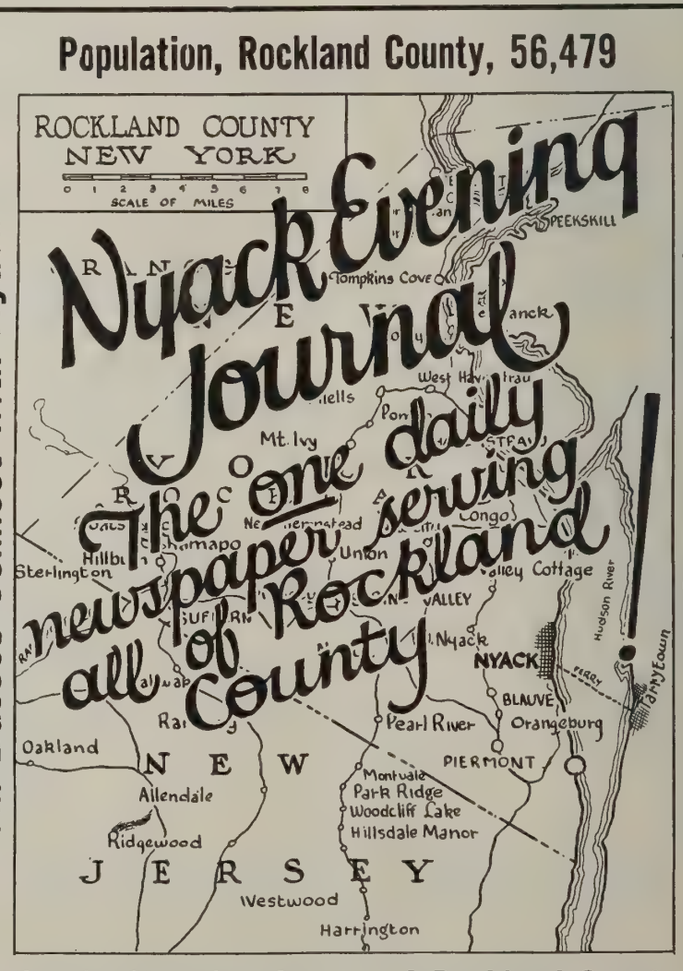
Those attending were John A. Park, Southern Newspaper Publishers Association; William J. Pape, New England Daily Newspaper Publishers Association; Arthur Partridge, Canadian Daily Newspaper Association; J. B. Pinkham, New York State Publishers Association; John H. Harrison, Inland Daily Press Association; W. G. Hooker, Pacific Northwest Publishers Association; A. W. Fell, Pennsylvania Newspaper Publishers Association.

Managers of various A. N. P. A. local officers present were Lester L. Jones, New York; Bloor Schleppy, Chicago; and M. J. Lowenstein, St. Louis.

John Stewart Bryan, *Richmond News-Leader*, and A. N. P. A. president, presided, with the following directors and A. N. P. A. officials assisting him as hosts: E. H. Butler, *Buffalo Evening News;* George M. Rogers, *Cleveland Plain Dealer;* Howard Davis, *New York Herald Tribune;* Charles H. Taylor, *Boston Globe;* J. D. Barnum, *Syracuse Post Standard;* L. B. Palmer, general manager of the association; T. P. Seymour, assistant general manager; H. W. Flagg, secretary of the standing committee; W. J. Mathey, manager of the traffic department; and W. E. Wines, manager of the mechanical department.

EDITOR & PUBLISHER classified advertisements bring results.

Population, Rockland County, 56,479

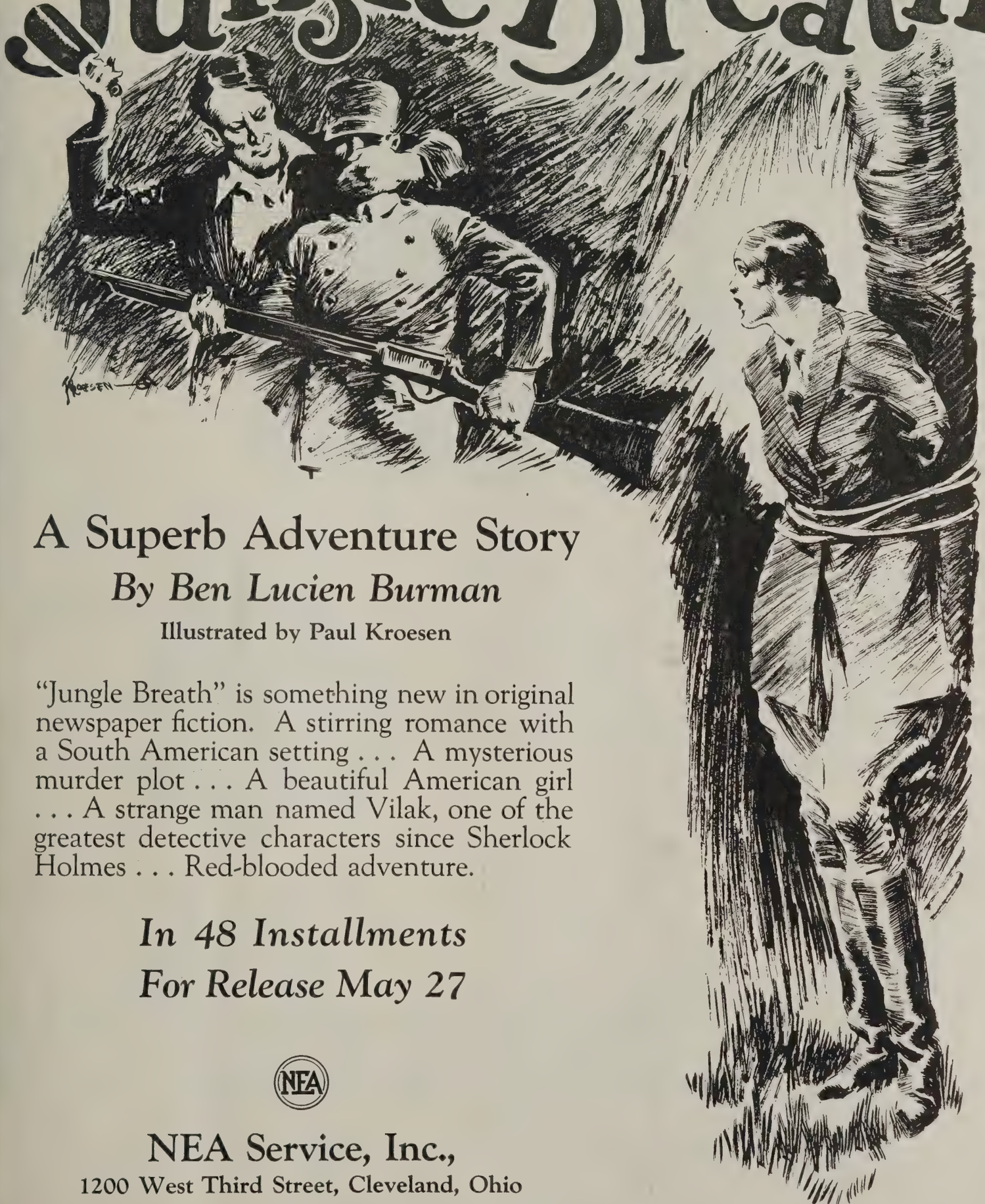


All Busses Connect with Nyack

Population of the Nyacks 13,000

Nyack, Shopping Center of Rockland County

Jungle Breath



A Superb Adventure Story

By Ben Lucien Burman

Illustrated by Paul Kroesen

"Jungle Breath" is something new in original newspaper fiction. A stirring romance with a South American setting . . . A mysterious murder plot . . . A beautiful American girl . . . A strange man named Vilak, one of the greatest detective characters since Sherlock Holmes . . . Red-blooded adventure.

In 48 Installments

For Release May 27

NEA

NEA Service, Inc.,

1200 West Third Street, Cleveland, Ohio

GANNETT BUYS DAILY IN PLAINFIELD, N. J.

Adds Courier-News to His String Purchasing Plant and Site from Frost Estate—Now Owns Seven Papers

Frank E. Gannett has purchased the *Plainfield* (N. J.) *Courier-News,* including plant and real estate, from the Charles H. Frost Estate.



CHAUNCEY F. STOUT

Associated with Mr. Gannett in the purchase are Chauncey F. Stout and William Morrison, both for 20 years associated with the paper. Mr. Stout continues as manager, which he has been since Mr. Frost's death in June, 1926, and Mr. Morrison continues as plant superintendent. No changes are contemplated in staff.

The sale was made through the Plainfield Trust Company, one of the executors of the estate, and the details were handled by Herman Suter of Palmer, DeWitt & Palmer, newspaper brokers, New York.



WILLIAM MORRISON

Eventually and when practical the owners will make the Courier-News a more comprehensive newspaper. Usual Gannett plan of local management and localized editing will prevail. Improvement and expansion of plant is to be taken up later.

The property was announced for sale several months ago. The estate accepted bids and awarded the property to Mr. Gannett.

Chauncey F. Stout, who becomes one of the owners began his newspaper career as a carrier boy on the *Plainfield Evening News* in 1890, when twelve years of age. In 1895 he joined the *Plainfield Daily Press* as collector, and the following year, 1896, was made circulation manager. In 1901 he became business manager of the *Elizabeth Evening Times.* In 1905 Stout took charge of the circulation department of the Courier-News and continued in this capacity until the death of the late Charles H. Frost, when he was appointed business manager.

Mr. Morrison started as a newsboy with his uncle, the late T. W. Morrison, who was editor and proprietor of Plainfield's first daily newspaper, the Evening News. He remained with that newspaper in increasingly responsible positions until it was merged with the Plainfield Courier. After several years with the *New York World* Morrison returned to Plainfield and assumed the duties of mechanical superintendent of the Courier-News.

The Gannett newspapers now include the *Rochester Times-Union, Utica Observer-Dispatch, Elmira Star-Gazette & Advertiser, Elmira Sunday Telegram, Ithaca Journal-News, Newburgh News, Plainfield Courier-News.*

J. P. McKinney & Son will represent the Plainfield Courier-News nationally.

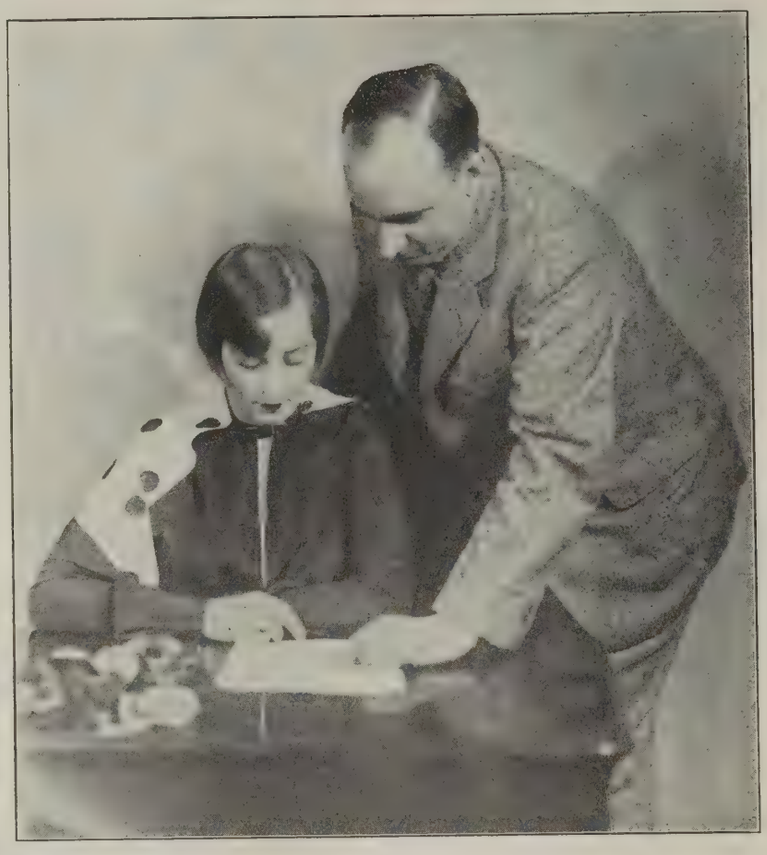
McDOUGALL HONORED

New York Friends Give Luncheon for London Agent Before He Sails

Anglo-American advertising meetings of the past few years were recalled Tuerday noon when New York friends of Thomas McDougall of London gave him a farewell luncheon at the Advertising Club of New York. Mr. McDougall, who has been in the United States for about two weeks, sailed Tuesday night on the *Berengaria.*

Short adresses were made by each of the guests who included: Frank LeRoy Blanchard, James W. Brown, Hugh Burke, H. H. Charles, Charles Edwards, George French, Hector Fuller, Carl Getz, A. J. Gibney, Colver Gordon, Charles C. Green, Gilbert T. Hodges, Frederic W. Hume, Clifton D. Jackson, G. R. Katz, Charles McGowan, D. Morris-Jones, William J. Morton, Earle E. Person, William H. Rankin, Stanley Resor, F. St. John Richards, M. C. Robbins, J. K. W. Trueman. Letters of regret were received from Sir Charles Higham, Harry R. Swartz, C. K. Woodbridge, and M. P. Gould.

PLANNING A NEW SERIAL STORY



Elsie Nichols, leading lady of "Abie's Irish Rose," is shown above, discussing with Howard Wheeler, editor of the United Feature Syndicate, illustrations for the scenalization of her sister Anne's stage success. Elsie Nichols is going to pose for the illustrations.

RICHARD HOOKER'S CAREER

A. P. Director Elected to Succeed Clark President of Springfield Republican

Richard Hooker, this week elected a director of the Associated Press to fill the vacancy caused by the death of Charles Hopkins Clark, *Hartford* (Conn.) *Courant,* has been president of the *Springfield Republican* since 1915.

It was his great grandfather, the first Samuel Bowles, who founded the Republican on Sept. 8, 1824.

Mr. Hooker was born in Augusta, Ga., on Feb. 20, 1878. He was a graduate of Yale University with the class of 1899. After his graduation, he spent a year abroad studying in France and Germany, returning to this country to start work on the Republican as exchange editor in 1900. Later he had experience as a reporter and in the business office. From 1904 until 1911 he was the Republican's Washington correspondent. He was elected president of the publishing company in 1915.

In 1924 on the occasion of the Republican's 100th anniversary, Mr. Hooker wrote a story of the Republican which was published by MacMillan under the title of "The Story of An Independent Newspaper." From 1919 to 1920 he was secretary of the Industrial Conference in Washington.

USING NEWSPAPER ADS NOT MAIL FRAUD

St. Louis Judge Sustains Demurrer in Case Based on Newspaper Copy—No Direct Correspondence Was Used

Evidence of the insertion of a newspaper advertisement is insufficient to establish a case of using the mails to further a scheme to defraud, it was held by Federal Judge Faris in St. Louis, Mo., April 16, in sustaining a demurrer to the indictment against Matthew J. Maloney and C. J. Wiedeman, charged with that offense.

The two advertised about a year ago for "men with small capital to invest." At offices in the Arcade Building, the applicants were shown what was said to be a high tension transformer for automobiles which were to be sold to filling stations and automobile supply stores. Some of the applicants paid up to $300 as security for quantities of the article, which is alleged to have been sold in 10-cent stores. They were then handed railroad tickets to distant places. An empty office greeted them when they returned with their inquiries and complaints.

As no correspondence passing through the mails was shown, according to Judge Faris, the insertion of the advertisement was insufficient to establish a case of fraud.

SCHOOL EDITORS MEET

One hundred delegates, representing 10 states, attended the second annual convention of the Southern Interscholastic Press Association, held in Lexington, Va., at Washington and Lee University, April 22 and 23. The convention was sponsored by the Lee School of Journalism and Pi Delta Epsilon, national journalistic fraternity, under the direction of Howard M. Thompson, professor of journalism at Washington and Lee.

Concentrated Circulation

in a

Metropolitan Area

The most recent audit issue by the ABC gives the daily Courier-Express 111,729 and the Sunday Courier-Express 153,837. In the City the daily has 74,466 and the Sunday 80,178.

Daily 111,729

***Sunday 153,837**

***Largest circulation in Buffalo**

Courier BUFFALO EXPRESS

LORENZEN & THOMPSON, Inc.

Publishers' Direct Representatives

New York **Chicago**

San Francisco **Seattle**

MORE

MORE PAID Advertising than any other Ohio Newspaper

Exclusive Advertisers

During 1926 there were 1218 National and Local Display Advertisers that used The Columbus Dispatch exclusively as compared with 180 in the only other evening newspaper in Columbus.

National Advertisers

During 1926 more National Display Advertisers used space in The Columbus Dispatch than in all other Columbus newspapers combined. . . . The total number was 866.

MORE Circulation than any other Columbus Newspaper 113,678 Daily Average

Local Advertisers

During 1926 more Local Display Advertisers used the columns of The Columbus Dispatch than any other Columbus newspaper. . . . There were 1608 of them, or more than twice as many as appeared in the only other evening paper in Columbus.

Classified Advertisers

During 1926 The Columbus Dispatch carried 486,083 individual Want-Ads, or more than all other Columbus newspapers combined by 165,808 ads.

Columbus Dispatch

OHIO'S GREATEST HOME DAILY

RADIO PICTURE MARVEL ON VIEW AT PUBLISHERS' CONVENTION

Photograph of Lord Burnham Sent from London to Receiving Device in Editor & Publisher's Room at Waldorf— Workings of Invention Described

PUBLISHERS attending the A. P. and A. N. P. A. conventions at the Waldorf this week saw in operation the new transmission marvel, photoradio, which transmits photographs by wireless, and has been put into commercial use by the world wide wireless service of the Radio Corporation of America.



Photograph of Lord Burnham sent by photoradio from London and received at Editor & Publisher's convention headquarters.

On a receiving device in EDITOR & PUBLISHER'S Waldorf headquarters pictures were continuously being recorded.

Greetings from Lord Burnham, proprietor of the *London Daily Telegraph* to American newspaper publishers were received Thursday morning, in the form of a facsimile reproduction of Lord Burnham's written message.

The message, addressed to John Stewart Bryan, A. N. P. A. president, read:

"Fraternal greetings to American publishers in annual convention at New York. All our pens may not be "made of a quill from an angel's wings, but they are used mostly today for friendship and understanding between English-speaking peoples.

"All good wishes from British Empire Press Union. Burnham."

A photograph of Lord Burnham was also transmitted.

Photoradio is now a regular feature of the World Wide Wireless Service *Via RCA*. News pictures, portrait photographs, fashion drawings, documents of interest to banks and bankers, legal papers, architectural plans, technical designs and wiring diagrams advertisements or any other important documents can now be transmitted across the ocean.

The photoradio circuits between New York and London and between San Francisco and Honolulu, provide adequate facilities for the sending and receiving of pictures, drawings, etcetera, between the United States and all parts of Europe and between the United States and Hawaii. Photoradiograms destined for addresses in New York, London, San Francisco or Honolulu are delivered by messengers immediately upon receipt, enclosed in special protective envelopes. Pictures destined for addresses in cities other than these are forwarded by special delivery registered mail, and air-mail wherever possible, and by "Telephoto" when requested.

As an example: A Photoradiogram originating in Paris and destined to Chicago can be airmailed from Paris to Marconi's Wireless Telegraph Company, Ltd., Radio House, Wilson Street, London, E. C. 2, and upon its receipt in New York will be forwarded by the Radio Corporation of America to the addressee in Chicago. Photoradiograms destined for London or Europe, must be forwarded to or filed at Radio Corporation of America, 64 Broad street, New York City. Those intended for exchange between the United States and Hawaii, must be forwarded to or filed at the Radio Corporation of America, 28 Geary St., San Francisco or 933 Fort street, Honolulu.

Photoradiograms are transmitted from a film 5 inches wide and the charges are based upon this dimension as the standard width. The rate is $16.00 per inch of length and the minimum charge is $50.00. Thus a standard 5 in. x 7 in. picture would cost $112.

It seems much too complicated to understand how radio pictures can be sent at all; but when it is realized that it is done by considering only one small part of the picture at a time, the reasonableness of the undertaking becomes more evident.

At the transmitting station, a photographic negative of the picture to be sent is placed around a glass cylinder in the center of which is a very powerful electric light. This light is focused down to a very small point on the picture, and is moved back and forth across the inside of the glass cylinder. This means that for any single crossing the transmitter has covered a narrow line width of the picture. At the end of each stroke the cylinder turns slightly forward to present a new line width of the picture to the light. So this light is picking up the values of all the small parts of a line across the picture as it makes the traversals. If it is a light part of the film, the light has no trouble in penetrating the picture; but if it is dark part, the light gets through but little, if any. Now this light passes to a photo electric cell which is the electric eye of the outfit. This cell is sensitive to the amount of light which gets to it, and it shows this sensitivity by changing a very small electric current which is passing through the cell. So, if much light gets through to the cell, maximum current will be passed. If but little light is transmitted through a dense part of the negative, but little electric current will be registered.

This controlled electric current is much too weak in itself to be of any use however, It has to be made many times stronger in a vacuum tube amplifier. This is done in much the same manner that the usual radio broadcast receiver builds up the weak radio signal to operate a loud speaker. But in this case, the photo-electric current impulses are made so large that they will actually control a radio transmitter—in fact the very largest that are in existence; so that the weak current impulses generated from the light values of the pictures are able to radiate signals which will carry to all parts of the world. The actual control is accomplished by having the amplified signals change the number and length of dots sent out. So, for a light part of the picture, very few and very short dots will be sent out. For a gray part of the picture, many small dots will be sent; and for a dark part of the picture, long heavy dashes will be sent out.

At the receiving stations, the signals which are received on the antenna in a rather weak condition are again amplified in much the usual sort of a way, and these signals are led to the photoradio receiver proper.

The recording of the pictures is accomplished by "hot air," but only that which is not wasted records. Special heat sensitive paper has been developed for this service, and it is held in the receiver in much the same way as with a typewriter, except that it is a continuous length of paper from a roll.

Back and forth, in front of the slowly advancing paper, travels what is called a hot air gun. This gun is shooting air heated electrically at the paper all the time, and when the hot air hits the paper, it makes a sepia mark on the paper. Now to control the action of the hot air and build up the picture, the hot air is either allowed to hit the paper directly, or is blown aside by a cold air stream on the side of the hot air gun. This cold air stream is controlled by a very small, electrically operated valve. If the valve is shut, the cold air is shut off, and the hot air has a free chance to make a good mark on the paper. This is the condition when there is a signal coming in on the radio, which actuates the valve to close off the cold air supply. The radio signal comes in when the photoelectric cell at the transmitting station is being traversed by a light passed through the film in the glass cylinder. As this occurs for every part of the picture where there is a clear space, a black mark will be registered at the receiver. As the transmitting film is a negative, it means that the clear spaces of the film are the ones to register black on the recorder which is just as it should be to make a negative into a positive; so, bit by bit, as the light at the transmitter and the hot air gun at the receiver travel back and forth, in strict time with each other, the finished picture is built up.



Photoradio receiving machine set up at convention.

Make the Next Test in Central Illinois—

THE FINEST CROSS-SECTION OF AMERICA

If it can be done with newspapers, it can be done with the amazing HOME coverage of

The Daily Pantagraph

PUBLISHED EVERY MORNING (EXCEPT SUNDAY) AT BLOOMINGTON, ILL.

Farmers—On Richest Soil in U. S.
Industrial Workers
Students—Two Universities
City Dwellers

Circulation Over 20,000

Into 85% of the homes of Bloomington
Into 77% of the homes of McLean County
97% HOME DELIVERED

REPRESENTATIVES—
CHAS. H. EDDY CO., 247 Park Ave., New York City; 294 Washington St., Boston; F. E. WALES, Room 1501, 140 S. Dearborn St., Chicago.
Member A. B. C. A. N. P. A., Associated Press.

CHICAGO TRIBUNE
NEWSPAPER SYNDICATE

features

COMICS

Ching Chow .....daily
Deer Family .....daily
Gasoline Alley .....D&S
Gumps .....D&S
Moon Mullins .....D&S
Orphan Annie .....D&S
Harold Teen .....D&S
Texas Slim .....Sunday
Winnie Winkle .....D&S
The Squire of Smithville....daily
"About Broadway" .....daily

CARTOONS

W. E. Hill .....Sunday
McCutcheon .....D&S
Carey Orr .....D&S
Gaar Williams .....D&S

FICTION

Blue Ribbon Daily Serial
Blue Ribbon Sunday Serial
Blue Ribbon Short Stories
Daily True Life Stories

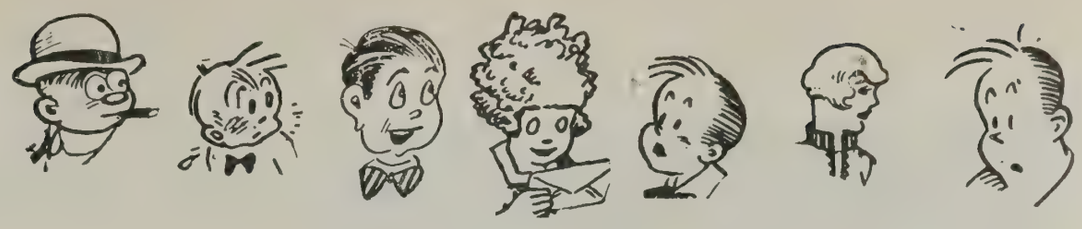
MISCELLANEOUS FEATURES

Daily—Sunday

Doris Blake Chats
Cook Book by Jane Eddington
Antoinette Donnelley—On Beauty
Dr. Evans' Health Articles
Farm & Garden
A Line O' Type Or Two
Men's Fashions
What's Wrong Here?
Women's Fashions
Margaret Orr's "Stories of Girls"
Sentence Sermons by Roy L. Smith

WEEKLY

Westbrook Pegler
Donald Ogden Stewart
"Sam 'N' Henry"
Duke Bakrak
Snowshoe Al
"About Broadway" by Hellinger
Book Reviews
Cartoon Fillers
Confessions of Authors
Club Ethics
Etiquette
Fashions (Paris)
Justice Series
Maiden Meditations
Sport Page
Women's Pages
E. W. Kemble's Children's Stories
H. L. Mencken Literary Articles
Burns Mantle Theatre Letter
Weekly Hollywood Letter
New York Society Letter
Builders Page



The WORLD'S GREATEST 7 RING COMIC CIRCUS!

CHICAGO TRIBUNE comics make a 7-ring circus unequaled by any on earth! . . . Something different happening in each ring!

Ladies and Gentlemen—We Present—

THE GUMPS—Andy and Min and Chester and the Widow Zander—Will Uncle Bim escape her? . . .

In ring Number 2—we have—GASOLINE ALLEY by Frank King—Walt and the famous, lovable little mystery boy—Skeezix.

Number 3, MOON MULLINS, the irrepressible—the fastest growing strip in the world!

Ring Number 4—LITTLE ORPHAN ANNIE—what a child!

Number 5—WINNIE WINKLE THE BREADWINNER—queen of the office force!

Ring Number 6—HAROLD TEEN, idol of the younger set!

Ring Number 7—SMITTY, the world's greatest office boy!

And So Different!

Each of these comic strips is different in its appeal from any of the other six. . . . Each was originated to satisfy a specific type of fun. . . . Each comic is built around characters—people, people so real that millions of readers think of them as personal friends.

To Concentrate a Moment—Take a glance at Ring Number 3—*Moon Mullins*—there's not another comic in the world like this one by Frank Willard. . . . Just now there's a mysterious $5,000 worrying Moon, and Percyfield, his dapper enemy, is hovering in the background, plotting no good to our hero. This is one of the most exciting episodes in Moon's career. . . . In Ring Number 5—*Winnie Winkle's* chum Patricia Dugan has become engaged to Winnie's ex-suitor Mike Mulligan—thereby complicating matters considerably! . . . Over in Ring Number 4—*Little Orphan Annie* has found a new home—Angus Flint and his wife of Bluebell, have adopted Annie and put her back in school—In less than a week Annie has licked the school bully! . . .





That Laboratory Test! *Little Orphan Annie,* by Harold Gray, is one of those miracle strips! . . . It caught from the start! . . . Today it is one of the fastest selling comics in the country. . . . Little Orphan Annie appears daily in the Chicago Tribune and the Daily News of New York . . . the two newspapers with the two largest daily circulations in America! . . . Little Orphan Annie has stood the Chicago Tribune Laboratory Test for Syndicate Features!

All the other entries in this World's Greatest 7-Ring Comic Circus have passed the same test! . . . Write, wire or 'phone for proofs and prices!

CHICAGO TRIBUNE *Newspapers Syndicate*

Tribune Square, Chicago

LEADER OF PROXY CAMPAIGN



John Francis Neylan, publisher of the *San Francisco Call*, photographed at Waldorf this week.

REPRESENTING THE NEWSPAPERS

Milton Towne Tells What He Likes to Hear from "Specials"—E. Katz Special Agency Entertains Publishers—Hamilton-DeLisser Luncheon

SUBJECTS which he was willing to discuss with newspaper representatives were listed in a recent address made by Milton Towne, president of the Joseph Richards Company, New York advertising agency, before the advertising club of the *New York Times*. The agency executive admitted he had talked to very few newspaper representatives in the last several years, but the ones he had seen stood out clearly in his memory.

"Why?" he asked, and answered his own question.

"Because they brought something to me that interested me. They have talked more in terms of advertising and markets than they have in terms of their own medium. In five minutes, in answer to a memorandum to our space buyer, I can get the essential information I need about a specific medium.

"I am cynical about the information that the average newspaper representative is prepared to give me, based on experience of more than 17 years in the agency business. A man who wants to see me has information that should properly interest me, and not my space buyer.

"I want to hear about the New York market. We do not know in our agency all there is to know about the New York market.

"The subject I am always ready to talk about to newspaper representatives is the analysis of the problems that any agency man is interested in. I am also interested in any definite stories of success in advertising. There is very little definite information on the subject in terms of actual sales experience, sales successes or sales failures."

Mr. Towne concluded with the declaration that he believed that the job of representing a newspaper was "a magnificent training for selling or for the advertising business."

The E. Katz Special Advertising Agency gave a dinner to the visiting publishers at the Plaza on Thursday, April 28th. It was an evening of national advertising shop talk by the publishers themselves. The same idea was successful a year ago and was repeated with the publishers interested desire and cooperation.

Among those present were: E. J. Tarte, *Montreal* (Canada) *La Patrie;* C. C. Hamlin, *Colorado Springs* (Col.) *Gazette & Telegraph;* H. F. Emerson, *Ansonia* (Conn.) *Sentinel;* L. L. Desaulniers, *Ansonia* (Conn.) *Sentinel;* E. F. Stumpf, *Palm Beach* (Fla.) *Times;* O. S. Stauffer, *Arkansas City* (Kan.) *Traveler;* J. J. Powell, *Coffeyville* (Kan.) *Journal;* W. Y. Morgan, *Hutchinson* (Kan.) *News-Herald;* H. J. Allen, *Wichita* (Kan.) *Beacon.*

B. F. Forgey, *Ashland* (Ky.) *Leader;* C. A. Webb, *Asheville,* (N. C.) *Citizen;* J. J. Bernstein, *Massillon* (O.) *Independent;* E. K. Gaylord, *Oklahoma City Oklahoman & Times;* J. J. Mead, Sr., *Erie* (Pa.) *Times;* W. C. Deming, *Cheyenne* (Wyo.) *Tribune & Leader;* G. A. Riley, *Jacksonville* (Fla.) *Journal.*

Rhea Howard, *Wichita Falls* (Tex.) *Times;* J. J. Allison, *Wichita Falls* (Tex.) *Times;* M. F. Murdaugh, *Durham* (N. C.) *Herald;* I. J. Hornstein, *Reading* (Pa.) *Times.*

J. P. Muller, New York; R. R. Black, Chicago; S. L. Katz, Chicago; W. D. Shank, Kansas City; Fred M. Bell, Atlanta; Axel Blomberg, Detroit; G. R. Katz, H. N. Kirby, G. W. Brett, M. J. Beck, G. H. Gunst, A. Doris, H. R. Goldberg, R. A. Parenteau, New York.

The following representatives of the E. Katz Special Advertising Agency met at the New York office during A. N. P. A. week for their regular sales meeting: R. R. Black and S. L. Katz, of Chicago; W. D. Shank, Kansas City; Fred M. Bell, Atlanta; Axel Blomberg, Detroit.

F. St. John Richards, president of the Six Point League of Newspaper Advertising Representatives, New York, has appointed the following nominating committee to nominate candidates for election at the annual meeting scheduled for June 2: W. C. Bates, chairman; H. C. Prudden, Frank Pita, W. A. Snowden, and J. F. Duffy.

Twenty publishers were entertained Wednesday this week at luncheon at the Williams Club by L. DeLisser, of Hamilton-DeLisser, newspaper special agency, New York.

E. & P. STUDIO POPULAR

Many Publishers Visit Photographic Plant at Waldorf

Among the novelties of the 1927 publishers' conventions was the photographic studio operated by Editor & Publisher on the second floor of the Waldorf-Astoria. More than a hundred publishers, singly and in groups, found their way to Room 244, where Jack Price, staff photographer, had set up his cameras, lights and backgrounds and by mid-week the walls were decorated with interesting and unusual picture studies of some outstanding geniuses of American journalism.

A number of the pictures were finished in time for this edition of Editor & Publisher and appear on other pages. Those which were made too late for the early edition will appear in the regular issue which will be mailed to all subscribers at the regular time Friday.

JENKS TO BOSTON ADVERTISER

H. I. Jenks, formerly assistant business manager of the *New Haven Register,* will join the advertising staff of the *Boston Advertiser* next week. He will be associated with the morning tabloid.

BILL REGULATING AD RATES IS PASSED

Legal Advertising in Pennsylvania Must Be Based on Circulation, Not Political Favor, Under Measure Introduced by Harrisburg Telegraph

A bill regulating the advertising rates to be paid by state officials was passed recently by the Pensylvania state legislature and is now awaiting the governor's signature, A. R. Michener, general manager of the *Harrisburg* (Pa.) *Telegraph* says.

The Telegraph engineered the introduction of the bill, Mr. Michener said, and piloted it through to passage. Mr. Mitchener said he was confident the governor would sign the measure.

Mr. Michener explained the bill was modeled after a statute passed in New York state about 10 years ago, revised and brought up to date, with newspapers of the state graded according to their circulation statements.

Without a law similar to the Pennsylvania bill advertising rates are frequently based rather on political friendship than on circulation.

Prosperous conditions in Harrisburg were reported by Mr. Michener, who is a delegate to the A. N. P. A. convention at the Waldorf. The state is building a large new civic center for the city, involving the expenditure of more than $6,000,000.

Use Editor & Publisher classified advertisements to satisfy wants.

People do want a BRIGHT newspaper

The New York Daily Mirror

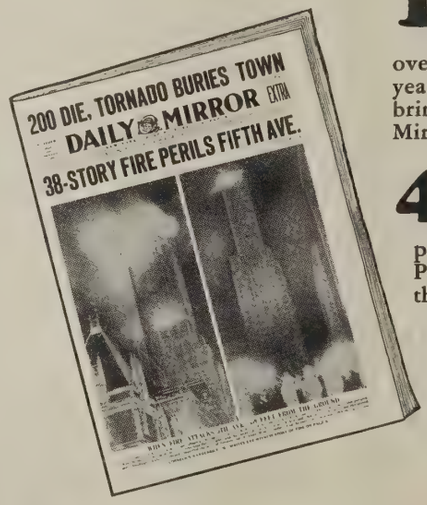
a bright picture newspaper, shows

a gain of 101,475

over publisher's statement a year ago to A. B. C. This brings the circulation of the Mirror to

411,808

per publisher's statement to Post Office for 6 months through March.

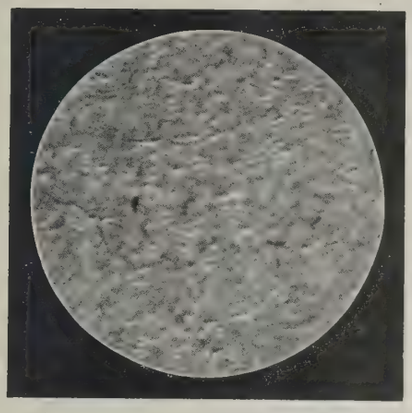


You can win Mirror readers as swiftly as WE

J. Mora Boyle, Advertising Director, 55 Frankfort Street, N. Y.
Western Office, 326 West Madison Street, Chicago

Compare the faces- they tell the story of Certified Printing

Face of finest tissue wet mat [steam table dried]



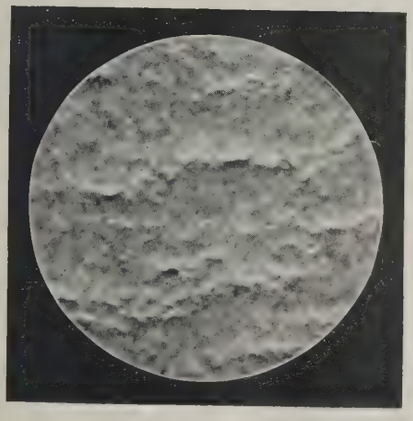
Note absence of "hills and dales" in surfaces of wet mat and Certified dry mat.

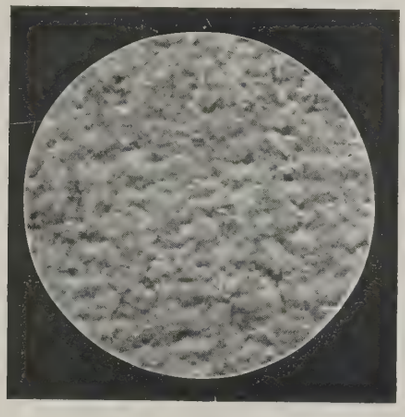
Face of 15c. Certified Dry Mat

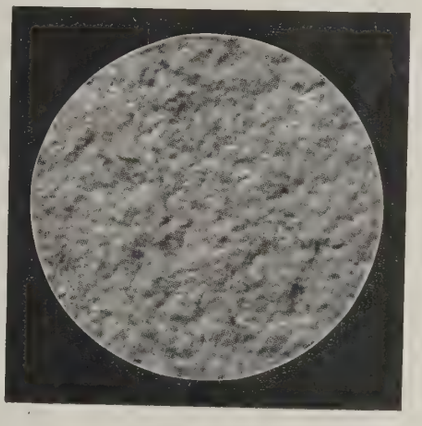


All the dry mat reproductions are from photographic enlargements (magnification 20 times) made directly from the mats just as delivered to newspaper plants by the manufacturers.

Faces of three typical grades of other dry mats







Note depressions in the surfaces of these dry mats.

We respectfully suggest that you place your magnifying glass on these reproductions and observe the smooth surface of Certified Dry Mats as compared to the others.

With its face free from grain marks and depressions every Certified Dry Mat assures the reproduction of solid blacks and clean and sharp halftones.

The same test directly with the mats does not require a microscope or magnifying glass; your eye is keen enough to observe the vital difference in the faces. To compare is to know.

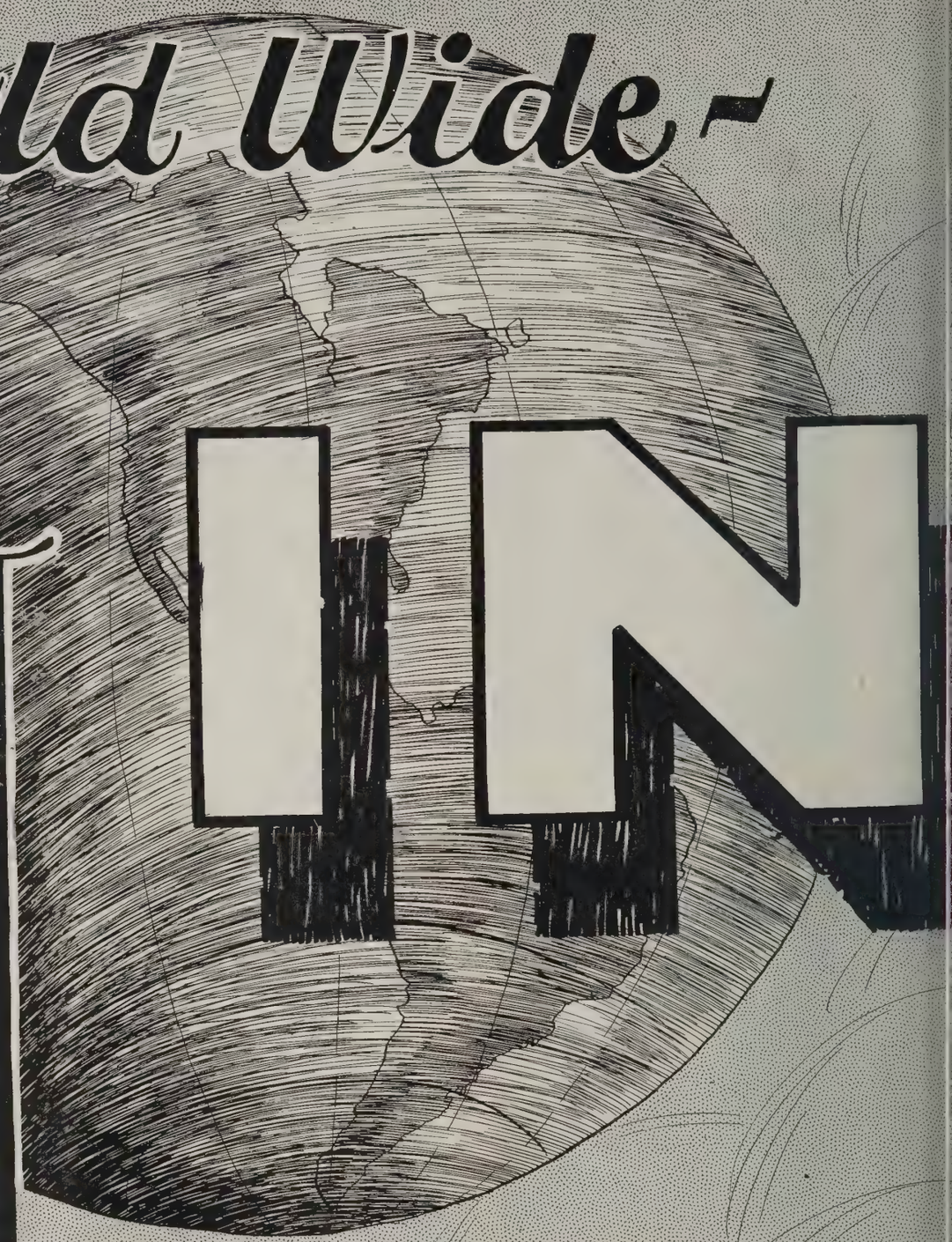
CERTIFIED DRY MAT CORPORATION

340 Madison Avenue . . . . . New York, N. Y.

for wet mat printing with DRY MAT facility—use Certifieds

MADE IN U. S. A.

World Wide



SERVICE

FUNCTIONING throughevery department of our organization are men whose experience dates back for years. This, in union with great resources, large modern plants, distributing branches in 18 important cities that insure prompt deliveries to all customers, no matter where they are located, is assurance of our aims and desires to render a permanent, satisfactory service to the newspaper publishers.

The AULT &

CINCINNATI	PHILADELPHIA	CLEVELAND	ST. LOUIS	MINNEAPO
NEW YORK	RICHMOND	DETROIT	NEW ORLEANS	SAN FRAN
BOSTON	CHICAGO	BUFFALO	MILWAUKEE	LOS ANGE
BALTIMORE		ATLANTA		HOUSTON



INKS

GRITLESS NEWS INK
known for its highest standards of American Newspaper Printing.

WEB COLORS
need no introduction to the publisher. Their popularity has long been established in the publishing world, as standard of comics and magazine sections.

INTAGLIO INKS
first made in America, and first with the publisher ever since.

VIBORG CO.

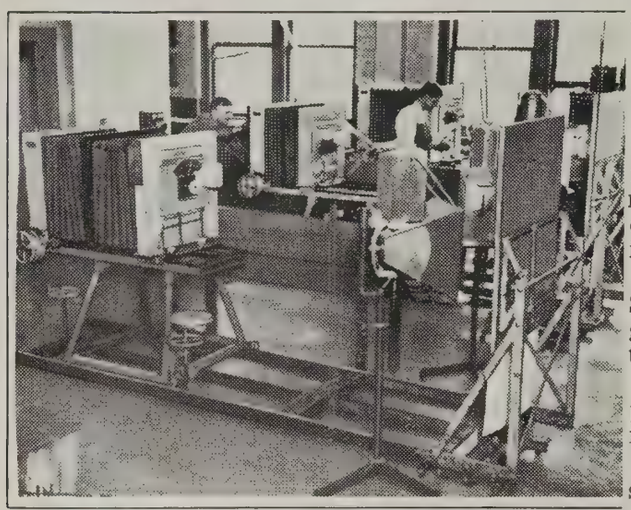
oreign Branches of the AULT & WIBORG CO.

UENOS AIRES, ARG.
OSARIO, ARG.
ENDOZA, ARG.
UCUMAN, ARG.

MONTEVIDEO, URUGUAY
HONGKONG, SHANGHAI, CANTON—CHINA
MANILA, P. I. LONDON, E. C., ENG.

TORONTO, CANADA
MONTREAL, CANADA
WINNIPEG, CANADA
VANCOUVER, CANADA

EDITORS' FEATURE SERVICE, INC., IS IN ITS NEW PLANT



TEN THOUSAND square feet of floor space, carries the latest and finest engraving, stereotyping and composing room equipment necessary to take care of its rapidly increasing client list.

Editors' Feature Service is the fastest growing syndicate in the country

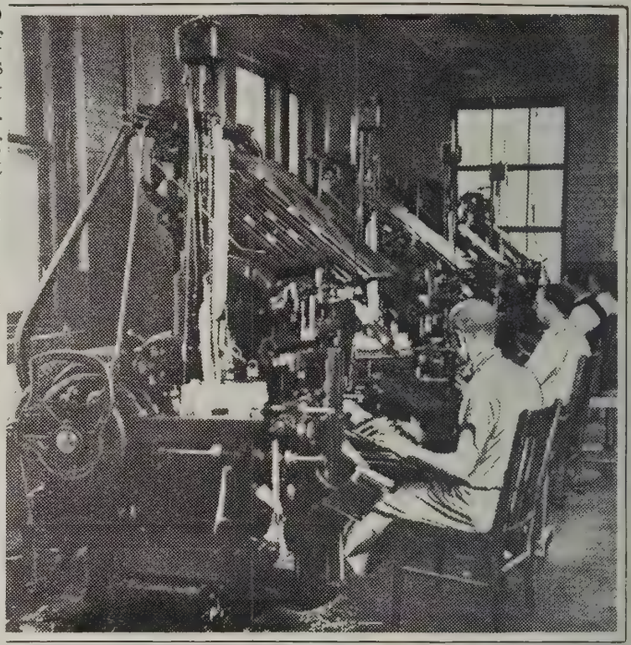
It insures a newspaper against rising feature costs.

It has quality, versatility and balance.

It is a service so edited and compiled at the source, to save editorial and mechanical time in the client's plant.

It is a service of compelling reader interest.

Send for Sample Service.

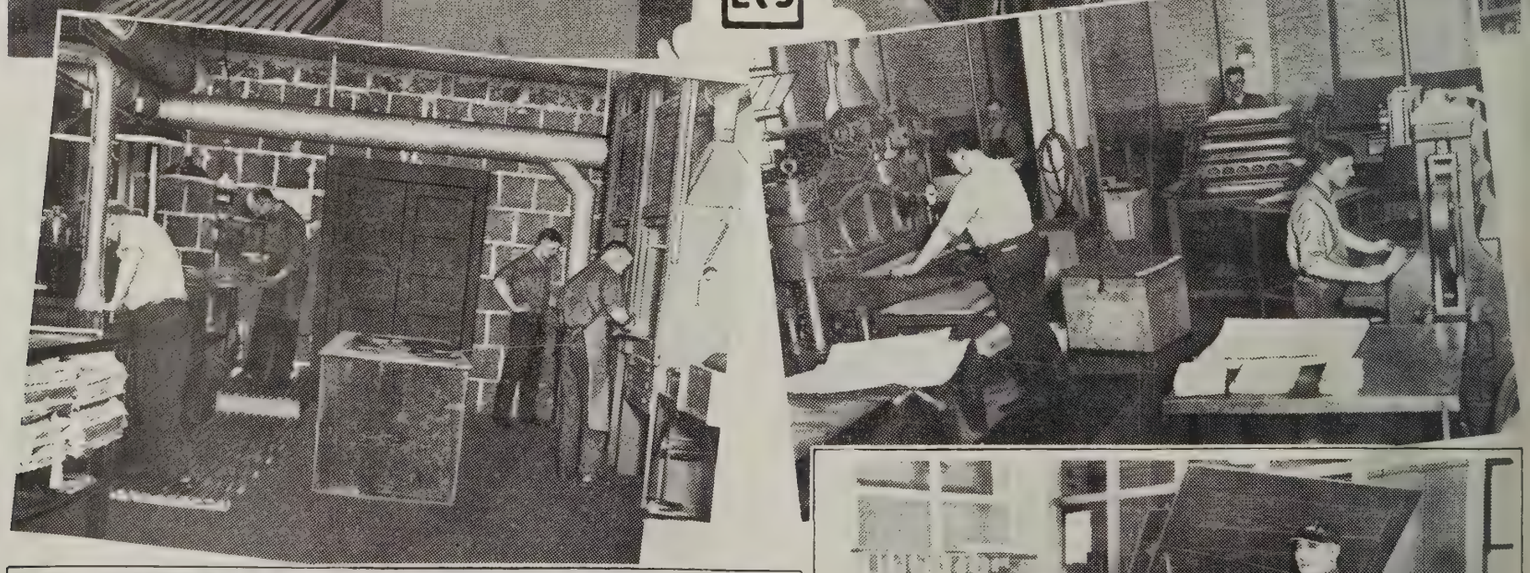


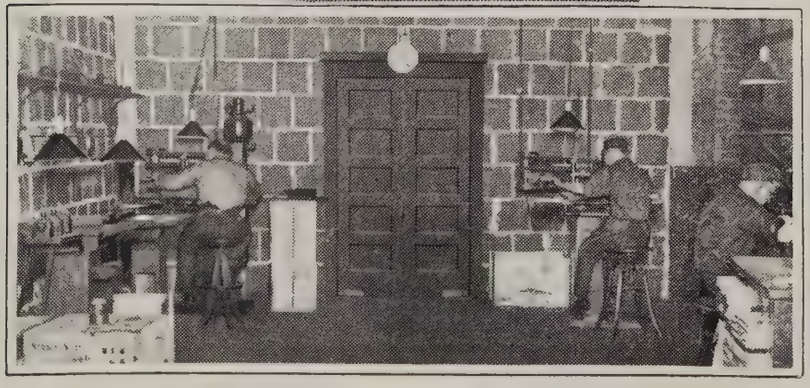
Editors' Feature Service, Inc.
1435 E. 12th St., Cleveland, Ohio
New York Office, 1819 B'way

EFS











BICKEL REVIEWS U. P. HISTORY

(*Continued from page* 31)

ıe future. Only the dead are insured gainst error. But out of every import-nt error of judgment that the United 'ress has made in the past we have ound that there was always an asset f real value in the incident if we were nly wise enough and efficient enough find it. We look our mistakes honestly the face and try and refine out of them alues perhaps even greater than if we ıd not erred.

The development of the American ress during the last twenty years has en unparalleled in any other country the world. This is true because the merican press has been free. It has en free and unfettered and able to ilize to the uttermost its manifold op-tunities because of the fact that the elopment of its news resources, ough the American press associations, s been free. The American press has ver suffered from the handicap of a vernmentally subsidized news monopoly, e deadening effect of which has had marked a reaction upon European urnalism. It is obvious now that it ver will. The day of the real use-lness of the "official" agency, even to "keepers," is over. The newspaper tors of the world are sick of propa-nda. The gentlemen who dominated world's news resources in the early ars of the century and sought to divide earth among themselves no longer n dominate their own presumed neres of influence. The greatest asset it the United Press has had in the exampled expansion of its world serv-since 1916 is the fact that it has not onged, at any time, to the so called ficial agency" group; that it has never epted subsidy; that its independence absolute absence of nationalistic bias always been complete. The "official" "semi-official" agency tag today is far from being the asset it was pre-ned to be in the far away days of 6 and 1897, when the loss of the con-tion to the Associated Press was as-ned to be the death blow delivered he old United Press, that even the d and associated services with the icial agencies" rarely now permit the rd "official" or "semi-official agency" appear in the credit lines on their dis-ches. Such a connection now is a nite liability.

here are great newspapers today, lished in the important capitals of opean countries whose leading na-alistic news agency is of the "official" up who frankly assert they use United ss dispatches from scenes of import-international action, such for instance he recent Chinese war, because they ot trust the governmentally dominated s services of their own nation in event in which foreign governmental cy is inextricably involved.

nother tremendous asset of the United ss in the last twenty years has been ype of organization.

he United Press is a business institu-. It was organized upon the same and sound business principles that made the great business institutions he United States the marvel of the ld for efficiency, stability and perma-e. We have been charged, by less nately constituted organizations, with g a "commercial" institution and a fit making" concern. The United s rests easy under both indictments. United Press is organized as is great and enduring privately ed American newspaper, to render a ice and to make a profit and I know o properly operated newspaper in rica to date that has found anything ctionable in a proper profit. The test review of business history shows to secure a real guarantee of com-impartiality and genuine permanence rvice, concentrated business control, r normal business conditions, is es-al. The press association business irely a business; just as the news-business is a business, and there is ore reason to believe that a social-experiment in the press association field is the one and only method of attaining efficiency—experience having demonstrated to the contrary—than there is to believe that such an economic adventure is essential to make newspapers sound and prosperous.

The United Press is looking forward to its next twenty years with intensive interest and anticipation. Never in history were newspapers demanding so much from their news organizations; never were their standards so high. Every day we are forced to extend ourselves to further limits to attain better results than the day before. It is an absorbing business. It is ruthless in its demands for the best and all of the best that there is in every man in the organization regardless if he be in New York, Buenos Aires, San Francisco, Moscow or Singapore.

All of this, of course, has led to keen, healthy rivalry. There has even been silly rumors about "a press association war." The United Press is heart and soul in competition every minute of the day with every agency in the world in the business of collecting and distributing news. And we like it.

We are eagerly interested in extending our business because that extends our ability to serve. But that is not "war." It is clean cut, above board, business competition.

We seek no news monopoly for ourselves. A news monopoly in our hands would degenerate into an evil thing as quickly as it would in the hands of any other organization.

We are opposed to any character or form of news monopoly in America or anywhere else in the world. We will resist any attempted imposition of such a monopoly with all the resources at our command.

Fortunately, however, there is no danger of anything of this character dominating the press of the land.

FLORISTS PRAISE SALES POWER OF DAILIES

Cincinnati Group "Sold Out" Big Easter Stocks Through Advertising Campaign—No Other Medium Used

"Cleaned out and our daily newspaper advertising did it."

This was the jubilant tribute every member of the Allied Florists Association of Cincinnati paid newspaper advertising the day following Easter, in a news story in the *Enquirer* of that city.

The association is composed of both wholesalers and retailers, and stocks in both cases were depleted to the last flower and potted plant on sales floors. The growers are also members of the association. The florists and growers said they used no medium for advertising outside the daily newspapers of the community. They have adopted a policy of sending weekly messages to the public. Personal orders through the mail and others by telephone echoed the pre-Easter advertising. Dealers who thought they would "plunge" on Easter orders found that almost all their competitors were doing the same thing a few days before Easter, and wholesalers and growers found themselves compelled to make allotments to retailers.

"We were 'sold' on newspapers," said an official of the association, "as our best advertising medium when we launched our campaign. Now we are not only sold but we are enthusiastic boosters for Cincinnati newspapers. One surprising feature of the Easter selling caused by our newspaper advertising was the distant points from which our retailers received orders."

BUYS EAST ST. LOUIS PAPER

G. Edwin Popkess, publisher of the *Dairyman's Journal* and other trade publications, has purchased the *East St. Louis* (Ill.) *News-Review*, an afternoon daily newspaper, of which he will be president and general manager. The News-Review was organized in September, 1925, with various city officials as stockholders.

Annual Production 240,000 Tons

60,000 Tons Produced at Warkaus

FINNISH NEWSPRINT

The Outstanding Quality of European Papers

Has been shipped to this market steadily for nine years

Important original customers still using largely

FINLAND

We are prepared to discuss Forward Contracts.

PARSONS & WHITTEMORE
INCORPORATED
299 BROADWAY, NEW YORK
Telephone Worth 8091

Agents for
The Finnish Papermill Association
HELSINGFORS, FINLAND

WORLD PRESS CONGRESS PARTY HOLDS NEW YORK REUNION



Bottom row (left to right): Mrs. Wallace Odell, Mrs. Thomas J. Blain, Mrs. James W. Brown, Mrs. Reginald C. Snyder, Mrs. Dietrick Lamade, Mrs. Reginald W. Orcutt, Second row (left to right): Thomas J. Blain, *Port Chester* (N. Y.) *Item*; Dietrick Lamade, *Williamsport* (Pa.) *Grit*; Frank P. Glass, St. Louis; Secretary-Treasurer Wallace Odell, *Tarrytown* (N. Y.) *News*; Joe Mitchell Chapple, *National Magazine*; Miss Virginia M. Murray; Mrs. Mabel Shaw, *Dixon* (Ill.) *Telegraph*. Top row (left to right): Vice-President R. C. Snyder, *Norwalk* (Ohio) *Reflector-Herald*; James W. Brown, *Editor & Publisher*; Reginald W. Orcutt, Mergenthaler Co.; W. O. Dopping, *Auburn* (N. Y.) *Citizen*; Levon West, artist; C. K. Blandin, *St. Paul* (Minn.) *Pioneer Press and Dispatch*

NEWSPAPER men and members of their families who were members of the Press Congress of the World party at Geneva, Switzerland, held a reunion meeting in New York Tuesday night. Thirty-five men and women attended a dinner at the Town Hall Club, after which they adjourned to the office of EDITOR & PUBLISHER in the Times Building, where motion pictures of the tour were exhibited.

W. O. Dapping, publisher of the *Auburn* (N. Y.) *Citizen*, who took the pictures in Europe last summer, accompanied with a brief and witty lecture, their projection by an official of the Eastman Kodak Company. The pictures shown covered the voyage across the ocean, the trip across France, scenes in Geneva and the Swiss Alps, then took the party through Venice, Florence, Milan, and Rome, thence to Paris and London. Scenes in the latter city had been photographed through a peculiarly London brown fog, with effects rarely seen in motion pictures.

Addresses were made by Wallace A. Odell, *Tarrytown* (N. Y.) *News;* C. K. Blandin, *St. Paul Pioneer Press* and *Dispatch;* R. C. Snyder, *Norwalk* (Ohio) *Reflector-Herald;* and James W. Brown, EDITOR & PUBLISHER.

DEARTH SEEKING SALARY

Wants Pay Witheld During Impeachment Trial—Jury Commissioners Resign

Attorneys for Clarence W. Dearth, judge of the Delaware county, Indiana, Circuit court, who was acquitted recently by the Indiana Senate of impeachment charges alleging suppression of the press and jury fixing, have filed suit in Superior court in Indianapolis to mandate Lewis S. Bowman, state auditor, to pay Dearth the $350 of his salary which was withheld while the impeachment trial was in progress. The suit will very likely soon go to the state Supreme court, where the validity of the 1897 law under which Dearth was prosecuted will then be tested. Judge Dearth will be represented in the action by Frederick VanNuys of Indianapolis and Van L. Ogle and Wilbur Ryman of Muncie, his attorneys in the impeachment trial. T. J. Moll and Ralph Kane have been retained to represent the state.

The jury commissioner at Muncie around whom the charges of jury fixing centered in the impeachment trial, Jacob D. Cavanaugh, and a recently appointed jury commissioner, Charles H. Guthrie, both resigned last week and Dearth has not as yet filled the vacancies.

JOINS SHERMAN DAILY

W. J. White, former editor of the *Van Alstyne* (Tex.) *Leader,* has joined the staff of the *Sherman Democrat.* He was succeeded by J. L. Power of Mineral Wells.

MAJOR C. M. BARNES

Maj. C. M. Barnes, attorney, soldier and writer, former member of the *San Antonio Express* staff, died recently at the age of 74 in San Antonio. He once served as literary critic for the *Chicago Tribune.* He was a native of Louisiana. Major Barnes was an organizer of the "Flowers for the Living" club and spent much time in his declining years visiting and cheering the sick and other shut-ins.

NEW DETROIT AGENCY

J. M. Trittenbach, Detroit advertising man, has opened a new agency, to be known as Trittenbach, Inc., at 5057 Woodward Avenue, Maccabee Building. Harold C. Auer, formerly with Rolph C. Spinning, Inc., is associated with Trittenbach in the new agency.

COAST AGENCY MOVES

The Drury Company, San Francisco advertising agency, has removed to larger offices, now being established in the Adam Grant Building, 114 Sansome street.

Promenading In the First 100

Advertising lineage figures for 1926 show The Johnstown Tribune (printing evenings, six days a week) well within the First 100 American newspapers with a record of

Over 12,000,000 Lines

Printing All the News over a period of 75 years — while consistently avoiding the sensational—has brought The Tribune unexcelled reader confidence and trade coverage.

— — that always brings lineage and results from that lineage.

The Johnstown Tribune

National Representatives: **Bryant Griffith & Brunson, Inc.**

Dealers appreciate pulling Power of the The Times-Picayune—

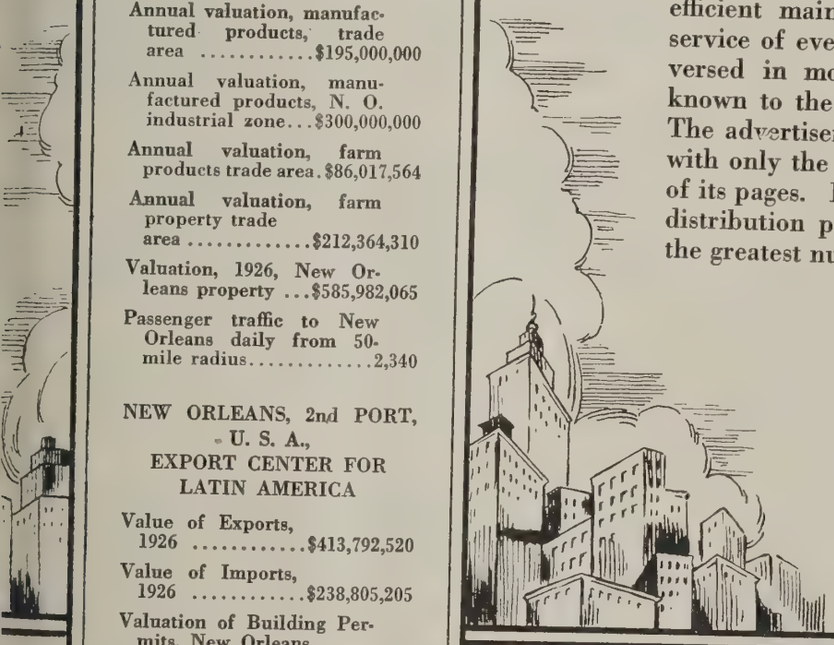
facts

ON THE SOUTH'S GREATEST MARKET

Population, New Orleans estimated by Bureau of Census	425,000
Population, trade area, estimated by Bureau of Census	800,000
Retail outlets, in towns of 1,000 or more in trade area	12,234
Annual valuation, manufactured products, trade area	$195,000,000
Annual valuation, manufactured products, N. O. industrial zone	$300,000,000
Annual valuation, farm products trade area	$86,017,564
Annual valuation, farm property trade area	$212,364,310
Valuation, 1926, New Orleans property	$585,982,065
Passenger traffic to New Orleans daily from 50-mile radius	2,340

NEW ORLEANS, 2nd PORT, U. S. A., EXPORT CENTER FOR LATIN AMERICA

Value of Exports, 1926	$413,792,520
Value of Imports, 1926	$238,805,205
Valuation of Building Permits, New Orleans, 1926	$18,789,434
Debits to Ind. Accounts, N. O. Banks, 1926	$4,130,070,000



THE enthusiastic response of New Orleans dealers to national advertising in The Times-Picayune is a double tribute to the pulling power of the paper and to its Merchandising Department. Manufacturers advertising in the New Orleans market find that with The Times-Picayune behind them their efforts to obtain distribution are minimized. Dealers not only stock Times-Picayune advertised goods liberally but co-operate in every way possible to display the goods and further stimulate sales.

The Merchandising Department of The Times-Picayune, the most comprehensive and, we have reason to believe, the most efficient maintained by any Southern newspaper, is at the service of every advertiser. Its personnel comprises men well versed in modern marketing methods and personally well known to the trade with whom they are in constant contact. The advertiser in The Times-Picayune is not a concessionaire, with only the right to do as best he can within a certain space of its pages. He has adequate and effective help with sales and distribution problems in this market, enabling him to reach the greatest number of consumers with the smallest investment.

* * * *

New Orleans is the South's greatest market. The Times-Picayune is the South's greatest newspaper—preeminent in circulation, daily and Sunday, in reader buying power, in consumer acceptance and dealer confidence, in merchandising service to advertisers.

Your share of the South's first market is ready—come to New Orleans and plan your campaign in The Times-Picayune.

The Times-Picayune

First For The South

Daily 83,904 **Sunday 119,308**

Member 100,000 Group of American Cities, Inc.

Representatives: Cone, Rothenburg and Noe, Inc. Pacific Coast Representatives: R. J. Bidwell Co.

MEMBER ASSOCIATED PRESS

CLASSIFIED ADVERTISING

Front-Page Teasers Attract Attention to Classified in Johnstown (Pa.) Democrat—Preparing Program for Denver Convention—Getting Type of Property and Location in Caption

A CLASSIFIED promotion advertisement that clamored to be read appeared recently on page one of the *Johnstown* (Pa.) *Democrat*. It is one of a series of front-page teasers the Democrat is using to get its readers to turn back to the classified pages.

This particular copy was written in the form of a playlet in two acts. It was one-column by seven inches. The caption in bold face was "I Love You! Shouted the Youth—How Much? Asked the Girl."

Text of the advertisement, which was illustrated with a pen and ink cartoon of the modern conception of the buggy ride, follows:

(The scene is in the living room of a Johnstown home. The time is 8 p. m. The characters are a beautiful young girl and a handsome young man about town.)

ACT ONE

He: "I love you, darling."
She: "How much?"
He: "All there is."
She: "Then why don't you take me out riding sometime—up to Westmont, out on the Somerset pike or just around town?"
He: "Er, er, darling, I haven't got a car. I can't afford one."
She: "I think that if you would read through The Democrat used car advertisements you would change your mind and find that you could afford one. Until you do that—goodbye."

ACT TWO

(The scene is the Somerset pike. He and she are joyfully speeding away.)

He: "You love me, darling?"
She: "Of course I do, now."
He: "That's fine."
She: "But I want to tell you one thing, young man. If you had not read The Democrat used car advertisements and bought this car—I'd be out with some other fellow tonight."

Moral: Turn to the used car advertisements on the classified page.

CURTAIN

The Democrat Reaches the Buyer First

Preparations for the Denver convention will be made May 8-9 at a meeting of the officers and directors of the Association of Classified Advertising Managers to be held in Baltimore. The Classified managers will meet in Denver in conjunction with the annual convention of the International Advertising Association, June 26-29.

The Baltimore meeting will be under the direction of Charles W. Nax, *St. Louis Globe-Democrat*, and the following are expected to be among those attending:

James Finneran, *New York Times;* Harold Goldman, *New York Sun;* C. C. Armstrong, *Baltimore News;* H. G. Barringer, *Indianapolis News;* J. H. Butler, *Houston Chronicle;* H. A. Dryden, *Peoria Journal-Transcript;* C. T. Hardon, *Columbus Dispatch;* H. J. Moehlman, *Baltimore Sun;* C. L. Perkins, *Chicago Herald-Examiner;* F. L. Pape, *Toronto Star,* and O. S. Wespe, *Louisville Courier-Journal.*

The *New York Times* has changed its classification headings in order to get location as well as the type of property offered into the captions. Thus the old heading, "Houses and Estates" has been changed to read "Houses—Manhattan and Bronx." The same rule applies to lots for sale, offices for rent, etc.

Great success has attended a new venture in classified automobile used car advertising in the *Cincinnati Enquirer* in which dealers have been induced to use individual advertisements in daily space to sell used cars by individual descriptions. This is new in this territory.

Hitherto the used car dealers confined themselves to the use of Sunday block advertising space in the classified columns. They obtained remarkable results, but when William H. Hershey, classified advertising manager of the Enquirer, started to build up the daily classified section he conceived the idea that used car advertisers could get even better results by advertising their individual cars by descriptions. In the large advertising this was not done but the attention of the public was called to the number of cars to be offered and the model and class of standard makes.

By the use of the individual description of the car the used car dealer had a chance to tell his whole story to the daily reader at the regular daily rate and could take just what space he needed in the individual advertisements gauged on the number of individual cars he desired to advertise. Manager Hershey had little difficulty in convincing used car dealers of the value of the new daily medium and in the first campaign he obtained 45 dealers. The increased business totaled twelve columns.

The *Worcester* (Mass.) *Sunday Telegram* for April 17 contained more than 50 columns of classified advertising—more than six full pages—according to a Page 1 box announcement which was run a few days later. "The Telegram has seldom, if ever, printed a greater amount of classified advertising," the announcement stated.

DALE'S SUPREME COURT APPEAL DISMISSED

His Attorney Requests Action When Convinced Case Did Not Come Under Court's Jurisdiction

George R. Dale's appeal to the United States Supreme Court from conviction for contempt of court was dismissed on April 25 at the request of Former Senator Moses E. Clapp, attorney for the *Muncie* (Ind.) *Post-Democrat* editor. The attorney said he had carefully examined papers in the case and had concluded that no question was raised within the jurisdiction of the highest court.

Mr. Dale, when informed of the lawyer's action seemed uncertain whether or not he would continue his four-year fight to escape a sentence of 90 days.

Mr. Dale had a controversy with Judge Clarence R. Dearth of the Muncie judicial district and was sentenced to jail. Impeachment proceedings were brought against Judge Dearth and he was acquitted.

EDITOR & PUBLISHER classified columns bring quick results.

The Consolidated Press

will be glad to see its friends in Rooms 363-365 at the Waldorf during the

Publishers' Convention

WHAT'S WHAT IN THE FEATURE FIELD

"Reg'lar Fellows" by Gene Byrnes Under Herald Tribune Syndicate Beginning June 1—Covarrubias Signs with United Features—Miss Wills to Sail for England May 15

BEGINNING June 1, "Reg'lar Fellers", daily and Sunday comic will be handled entirely by the *New York Herald Tribune* Syndicate, which formerly only placed the Sunday pages.

Before sailing for France last Saturday, Miquel Covarrubias, whose caricatures in *Vanity Fair,* the *New Yorker,* and elswhere have brought him into mounting vogue, signed a contract with United Features, it was announced this week by Howard Wheeler, vice-president of the syndicate.

Covarrubias will supply a Sunday art feature under the title line "——And Other Famous Americans." The contract with Covarrubias adds another important name to the list that has been acquired by United Features during the past year, including those of Sir Philip Gibbs, Norman Hapgood, Anne Nichols, Blasco Ibanez, Viola Paris and Vida Hurst.

Many publishers attended the reception and afternoon tea held Tuesday in the Green Room of the Waldorf-Astoria by the United Feature Syndicate in honor of Miss Elsie Nichols, leading lady of the New York cast of Abie's Irish Rose, who is going to pose for the pictures to illustrate the serial and strip of the play which the syndicate is preparing. Miss Nichols is the sister of Ann Nichols, the playright. Also an honor guest at the tea was Miss Hope Hampton, moving picture actress. Howard Wheeler, manager of the syndicate, introduced the publishers.

A private showing of the new moving picture featuring Babe Ruth entitled "The Babe Comes Home" was given for publishers attending the New York conventions on Wednesday of this week, by the Christy Walsh Syndicate, which distributes the daily and weekly articles signed by the "Home Run King."

Miss Helen Wills, who draws tennis for the newspapers, as well as plays the game, will sail for England May 15 to train for the Wimbeldon tournament in June. She will spend a week in New York before sailing.

Edgar A. Guest, newspaper poet, spoke before the Business and Professional Women's Club of Worcester, Mass., April 28.

HUGE PAPER CONTRACT

Willamette Company Gets Hearst Order Covering Ten Years' Supply

What is hailed as the largest paper purchase contract ever made, exceeding $150,000,000 in total amount, has been signed by William Randolph Hearst and the Crown Willamette Paper company, according to A. B. Martin, vice-president of the paper manufacturing concern.

The agreement covers a ten years' supply of paper for the Hearst publications on the Pacific Coast.

The Crown Willamette company has large timber holdings and several manufacturing plants in the Pacific Northwest and a distributing organization in San Francisco.

TEXAS PUBLISHER DIES

C. E. Everet, 61, for the past six years publisher of the *Corpus Christi* (Tex.) *Times,* died of heart trouble at Mineral Wells, Tex., recently.

Announcing

A FOREMOST STEP FORWARD IN DRY MAT COLD STEREOTYPING

THE GADDEN DRY MAT MOISTENER

A precision machine which moistens the backs of the mats evenly, with a uniformity not otherwise possible, at the rate of two mats a minute.

Mats moistened with this machine assure sharp, even, deep molds, uniform shrinkage, and uniformly good printing plates.

Gadden moisteners are now in daily use at

Los Angeles Times
Los Angeles Express
New York World
Philadelphia Public Ledger
Editors' Feature Service
NEA Service, Inc., New York Office
NEA Service, Inc., Cleveland Office

Recommended and endorsed by leading mat manufacturers

Shaw Machine and Tool Co.

1151 Temple Street Los Angeles, Calif.

Steady Growth

DURING the year 1926 the Evening Post published the largest volume of advertising in its history. For the first three months of this year there has been a steady gain over the volume of advertising of last year.

Dry Goods. The Evening Post was one of two New York newspapers to gain in the dry goods classification in the month of March. The increase was 33,158 lines.

Automobiles. From January 1 to April 1, 1927, the Evening Post was the only newspaper in New York but one to gain in automotive advertising, an increase of 33,359 lines. While all other newspapers but one were showing loss in this classification the Evening Post made steady gains. Last year was the best year in automotive advertising in its history.

Financial. While other New York newspapers are fluctuating between gains and losses the Evening Post continues to increase in volume and representation in its financial advertising. The first three months of 1927 are its greatest in financial advertising volume.

Circulation. The Government Report published April 1st for the six months ending March 31, 1927, certifies that the average daily circulation of the Evening Post was 51,757. The average daily circulation for the month of March was 54,879.

This forward swing in circulation and advertising is due to the editorial direction of the Evening Post. Reliable information and able and entertaining news presentation mark the effort of Mr. Cyrus H. K. Curtis to make the Evening Post a conspicuous example of modern journalism.

New York Evening Post

75 West Street, New York

NOW 3c

Saturdays 5c

NOYES FIGHTS AGAIN WARS OF NINETIES

(*Continued from page* 12)

would, free to feed us news with what bias he desires, free to decide whether the news shall have a capitalistic bias or a proletarian sympathy, free to favor in news treatment the Republican or the Democratic side?

"Would any member of the Associated Press today regard it as thinkable that even if a majority of the members of the organization wished a report impregnated with bias in favor or against any measure, or any party, or any church or any man that the Associated Press would or should or could furnish such a report?

"I answer these questions for you. It is unthinkable and would call down on the general manager the riotous condemnation of every member of the Associated Press. And yet it was just such an unrestrained control that faced the newspapers in 1893, menacing us all and bidding us to be on our guard through all time.

"And what has been the success of our co-operative effort?

"Has it spread to other countries? I am glad to answer that it has and markedly. Our sister, Canada, first adopted it, taking our organization as its model. Great Britain followed, though not as yet completely, as some of the larger London newspapers remain outside the fold, though working amicably with the Press Association which has secured control of Reuter's, Sir Roderick Jones of Reuter's continuing as the controlling Director of the enlarged Press Association. Sir Roderick has many times told me that the plan and operation of the Associated Press has filled him with a desire and an ambition to have as his monument a British mutual institution adapted to British needs but with the aims and purposes of the Associated Press.

"In Australia and New Zealand mutual press associations thrive.

"In Japan, the Kokusai Agency has been taken over by the great newspapers of Japan—and they have very great and prosperous newspapers there. It has ceased to be a simply commerical enterprise and has become a mutual and co-operative concern under the name of the Nippon Shimbun Rengo, which in English means the Associated Press of Japan, and under the management of Mr. Iwanaga, previously the head of the Kokusai Agency and a long-time friend and ally of ours.

"And how has the Associated Press succeeded as to gaining new members and retaining old ones?

"It must be remembered that the Associated Press has never operated on the theory of the open door so far as membership is concerned. In the Illinois organization a considerable number of the members had a right to veto, forbidding the admission of new members in a prescribed territory without the consent of the veto holding members. These veto rights appear in the present organization in the form of rights of protest by which the holder may insist upon a vote by the full membership rather than by the board of directors. Only the veto-holders of the Illinois organization now hold protest rights as no new rights have been granted since 1900 and the old rights have been much modified by individual voluntary waivers.

"Where no protest rights appear the board of directors has the power to elect but it has been no part of the theory or the practice of the board to add members in local fields already represented in our membership and hundreds of applications in fields already represented in membership have consequently been refused—the exception being when for some especial reason it seemed clear that the general interest demanded an election, and these exceptions in twenty-seven years have been so rare as to be countable on the fingers of the two hands.

"Understanding then that we do not measure our progress by growth in number of membes, I may say that the membership in 1893 was approximately 300 and this had grown so that the present organization started in 1900 with something over 500 and the membership today is 1,222, not many more than at this time last year but still a little more.

"While making this steady growth from year to year, we have also from time to time lost minor newspapers to privately owned competitors usually because of some alluringly low price offer for news service, but these have been inconsequential.

"What is really significant, and enormously significant, as I see it, is that so far as I can remember, in more than 30 years, never has any newspaper that you or I would regard as of any importance whatever left the Associated Press, save only those which have been recently bought, lock, stock and barrel, for the Scripps-Howard chain, the owners of which are also the owners of the United Press and who are not in sympathy with the co-operative spirit that requires members of the Associated Press to supply their local news to the other members and to them alone.

"And now I am back again where I started and am thinking once more of the crowding years that impelled the directors to invite me to make this review of the past.

"It would be hard for me, without pathos, to even indicate to you how much the Associated Press has meant to me during the long years of my connection with it.

"Its honor, its integrity, its purity have been nearer to me and dearer to me than I care to try to say.

"In the work that I have been privileged by your confidence to do for it, I have found my greatest satisfaction and pride and I hope that in the coming years you of a younger generation will regard the Associated Press in as vital an aspect as it has appeared to me."

"The thirty-five years that have been described by President Noyes have seen the greatest changes in the history of the newspaper business," said Gov. Allen. "It was not a large world 35 years ago. Then we had no carburetors, no speedometers, no horseless carriages, no radio. If Gen. Harboard at that time wanted to send a message he rode a horse, or if the distance was not too great he walked. Hollywood was unknown. Arrangements had not even been made for the birth of the Dolly Sisters. New York then was further from San Francisco than it is today from Hong Kong. The past thirty-five years have demonstrated that apparently there are no limitations upon the power of man in the conquest of the physical world.

"New York is only a minute distant from all parts of the world today and this instantaneousness of present civilization is a challenge to all newspaper editors, a challenge which has been well met by the Associated Press.

"The A. P. is the mightiest doorstep in the world, and on it wait for the seal of A. P. approval the great of the world—soldiers, statesmen, and all of those who would benefit by having the truth told as they want it told. The A. P. has kept to the standards named by Mr. Noyes, standards difficult to define, yet ever present and tangible, and it stands with a clean record after 35 years. It was never stronger than it is today."

PLANNING LABOR WEEKLY

The *Carolina Digest*, Charlotte's newly projected labor organ, will make its initial appearance April 29, according to plans of the publishers. Morris A. Bealle, of Washington, D. C., will be the editor and publisher, and will begin selecting his staff at once. An office has been engaged in the Robinson building. The new organ, which will be issued every Friday, has been endorsed unanimously by the Charlotte Central Labor Union.

40 YEARS WITH DAILY

F. A. Miller, publisher of the *South Bend* (Ind.) *Tribune* will celebrate the 40th anniversary of his connection with the newspaper this coming July 1.



John Baker of *Ithaca* (N. Y.) *Journal News* receives a friendly light from friend Chauncey Stout, of *Plainfield* (N. J.) *Courier News*

60 YEARS IN ADVERTISING

W. P. Nightingale of Boston Globe Started as Office Boy

William P. Nightingale recently observed the 60th anniversary of his entrance into advertising work in Boston. During the Civil War, Mr. Nightingale was a newsboy. On April 1, 1867, Maj. Charles O. Rogers, then publisher of the *Boston Journal*, offered Nightingale a job in the counting room of that newspaper. He went to work as an office boy. Then he was assistant cashier. His health failed and he was about to resign but Col. W. W. Clapp insisted that he take charge of the advertising department. There was no advertising manager in those days and for several years Nightingale did all the work. Later he was given several assistants.

After 42 years with the Journal, Mr. Nightingale went to other papers for five years only to return to his old love, the Journal, in 1913. Later he went to the *Boston Globe*, with which paper he is now affiliated. He is married and has one daughter.

EDITOR & PUBLISHER classified advertisements plough the broad fields of journalism and yield good crops.

THE PASSAIC DAILY HERALD

PASSAIC, N. J.

Passaic's Leading Newspaper

Has an average daily circulation for the past six months, ending March 31st, 1927 of

15,059 *per day.*

This is the largest circulation ever attained by a Passaic newspaper.

THE PASSAIC DAILY HERALD

Leads the Other Paper by

988 *per day.*

The Herald leads in quality and quantity circulation. It also has the largest City Circulation.

The Herald leads in the larger suburban communities including Clifton, Garfield, Lodi, and Wallington.

Edward H. Roemle, Ass't Gen. Pub.; and Gen. Mgr.

Charles W. Delaney, Advertising Manager

Magazine Section

Bowling News

Health

Turf News

Real Estate News

Today's Radio Program

Photoplays

Musicals

Suggestions for Girls

BOOKS

Engagements

A Typeface for Every Need

EVERY appeal that enters into the effective advertisement can be expressed in a distinctive manner with Ludlow quality typefaces. Ruggedness, daintiness, refinement, dependability, formality, strength, exclusiveness, style, etc., are exactly portrayed by the correct use of always-new Ludlow typefaces.

With the full assurance that these typefaces can be renewed quickly and easily as often as desired, the Ludlow-equipped newspaper can select its departmental headings from appropriate typestyles and sizes, including the most delicate faces. Liberal use can be made of the graceful italics and of the sweeping swashes without regard to their fragility because, without injury, the most delicate faces shown in the headings on this page will withstand the severe pressure of the dry mat roller.

Always Fresh and Attractive

This freedom of choice and use of any style and size of face—made possible by an unlimited supply of new Ludlow typeslugs, always instantly available as needed—enables the newspaper to keep its pages fresh and attractive.

[At the will of the compositor, any Ludlow equipped with the new Ludlow delivery slide can readily produce any size face up to full-width 72 point, and even as large as 84 point. These are cast in sluglines, exactly as the smaller sizes of Ludlow typeslugs are cast, and delivered to the tray at the front of the caster without machine or mold changes.]

With its ever-widening assortment of distinctive typefaces that add snap and sparkle to ads and heads, the Ludlow is proving a valuable asset in the plants of leading newspapers, whether large, medium-size or small. Let us explain fully how it will prove a profitable investment in your plant.

Ludlow Typograph Co.

2032 Clybourn Avenue, Chicago

Boston: Harbor Bldg., 470 Atlantic Ave.
New York: World Bldg., 63 Park Row
Atlanta: Palmer Bldg., 41 Marietta St.
San Francisco: Hearst Bldg., 5 Third St.

LUDLOW QUALITY SLUG COMPOSITION

Personals

Fashions of the Day

Financial

Movies

Religious Activities

Automotive Talks

Theatrical News

Shipping

The Book Review

Fashion Notes

Women's Clubs

A. P. MEMBERSHIP NOW 1,228

(*Continued from page* 14)

low percentage of disappointments, is credited with a large number of unusual examples of ingenuity in developing interesting matter which is not confined precisely to spontaneous happenings. This has been done without encroaching upon the more important general news, the careful reporting of which always has been and shall continue to be the supreme effort of the staff.

With this conception of the real mission of the Associated Press ever in mind the staff has endeavored to present the elements of every important news development comprehensively and understandingly. The members have recorded their satisfaction with the adherence to this policy and have emphasized their appreciation of the inclusion of interesting matter not confined precisely to reports of spontaneous happenings.

There were some eight Associated Press interviews during 1926 which, as they appeared, constituted the biggest news of the day. In the interviews with interesting people in the sporting world the plan was to recognize the non-professionals. The series began with an interview with Bobby Jones, golf champion, who, through O. B. Keeler of the *Atlanta Journal*, gave the Associated Press his first, and what he said probably would be his last, interview. There followed Glenna Collett, then women's golf champion, Helen Wills, Suzanne Lenglen and William Tilden of tennis fame.

In other fields there were the interviews with Premier Mussolini, not forgetting that through the Associated Press President Coolidge in his own words gave an intimate outline of life as he lives it, as well as thoughts upon intimate problems of family and the home. All of these interviews were obtained in direct response from the Associated Press to the individuals interviewed. One of the Mussolini interviews was written by Robert H. Davis of the *New York Sun*. Bruce Barton reported what the President said. All of the others were written by regular members of the staff.

Outstanding news reporting achievements by various members of the staff are indicated as follows:

The hurricane damage at Nassau, Bahama Islands, was reported by R. P. Mitchell of the Florida staff after making an airplane trip to Nassau.

The tax legislation story of Dec. 13 was written by Walter W. Chamblin, Jr., of the Washington bureau.

The Armistice Day story by D. H. Oliver of the Washington bureau.

The story of the obsequies for former Speaker Cannon by G. D. Seymour of the Chicago staff.

Helen Wills and Glenna Collett interviews by Miss Ethel M. Halsey of the New York Staff.

William T. Tilden and Walter Hagen interviews by Alan J. Gould of the New York staff.

Suzanne Lenglen interview by Thomas T. Topping of the Paris bureau. Topping also did the story of the departure of French convict ship to Devil's Island, and from Damascus he wrote the story of what was happening to that most ancient city of the world.

Elmer Roberts of the Paris bureau visited Doorn and wrote the Kaiser's life in exile.

Mussolini interview by Percy Winner of the Rome bureau.

George Bernard Shaw interview by J. P. Howe of the London bureau.

The Yerkes Observatory astronomers' opinion of Mars reported by Charles E. Honce of the Chicago staff.

Martin J. Durkin's entrance to half a century's penal service reported by Fred Dye of the Chicago staff.

Eugene V. Debs's death reported by W. T. Brown of the Indianapolis staff.

Finding of Runic inscriptions within city limits of Spokane reported by Wilbur A. Sanders of Spokane staff.

Williams court-martial at San Diego reported by Oscar E. Werner of the Los Angeles staff.

London Armistice Day story reported by Bates Raney of the London bureau. Raney also wrote London child composer Christmas carol dispatch.

The word picture of Mexican religious emotion, also Tarahumare Indian 100-kilometer race, reported by Clarence DuBose of the Mexico City bureau.

Interviews with King Ferdinand and Queen Marie of Rumania and with Queen Marie of Yugoslavia by James A. Mills of the Moscow bureau.

The traditional loyalty and enterprise of the entire staff have been evidenced by the work which each individual has to his record. In the nature of things, each cannot have had, in the ordinary work of reporting the news of the world, exceptional opportunities to report outstanding incidents. Emphasis, therefore, must be put upon the work of the staff as a unit, and the management believes the members will join it in the opinion that the superiority of the report has been maintained.

On behalf of the entire staff keen appreciation is expressed to the members of the Associated Press for their obviously greater interest in and activity toward the development of the work of the association. The entire staff found this greater interest and loyalty of the members of the Associated Press an inspiration during the year.

U. P. BUREAU MEN AT ANNIVERSARY DINNER

Washington, Albany and Philadelphia Men Brought to New York— "Old Timers" Visit Headquarters Office

United Press men, past and present, from all parts of the country gathered in New York this week for the twentieth anniversary of that organization.

In some respects the occasion was like a "home-coming week." Men who were in the ranks of the United Press in "the old days" joined with newer staff members, and with veterans of many years, in celebrating the twentieth birthday of the U. P.

Among the former staff men around U. P. headquarters in the Waldorf this week, and at its general offices in the World Building, were Perry Arnold, who was news manager in the early days of the war; W. G. Shepherd, war correspondent; Harold D. Jacobs, now editor of the *Baltimore Daily Post;* John Gleissner, now editor of the *Washington Daily News;* Rodney Dutcher, now with N. E. A. in Washington; J. E. Nevin; Lowell Mellett, now head of the Scripps-Howard Newspaper Alliance; and William Philip Sims, whose stories from the front during the war were a conspicuous feature of the United Press report.

It was impossible for the United Press to bring in a great many of its news men from throughout the country because the news machine must continue functioning, but the nearby bureaus sent representatives. It is the idea of Robert J. Bender, general news manager, to bring in a selected group of news department men on the occasion of each A. N. P. A. convention in the future. Among news men attending the twentieth U. P. anniversary were Carl D. Groat, manager of the Washington bureau, Percy B. Scott, manager Albany bureau, C. G. Morand, manager Philadelphia bureau, Ed. C. Derr, manager of the Central Division, Raymond Clapper, Dr. Mathis, Ludwell Denny and Paul R. Mallon of the Washington bureau.

Business office men attending the anniversary dinner included Gilbert M. Clayton, assistant business manager from Chicago; Frank H. Bartholomew, San Francisco; Charles B. McCabe, Columbus; H. W. Sharpe, Kansas City; K. O. Gilmore, Atlanta; Otis P. Swift, Boston; M. F. Bourjaily, New Haven and Tom W. Gerber.

DAILY PAYS TRIBUTE TO AVERAGE REPORTER

Brightness of His Work Not Obscured by Output of "Trained Seals" at Snyder Trial, Says Editorial

An editorial heralding the day-in, day-out reporter as victor over the highly exploited "experts" covering outstanding murder trials was given prominence in the *Albany* (N. Y.) *Knickerbocker Press* last week with the announcement of the roster of noted personages working at the Snyder trial court.

The editorial, a tribute to the "ordinary reporter," said:

"Not because there are a plethora of murder trials crowded into the story of the day just now are the sensation-seeking makers of newspapers employing others than reporters to cover the proceedings. Preachers, ex-chorus girls, evangelists, writers of philosophy, dramatists, movie directors and novelists, crowd the press section in the court room, and attract the attention of the spectators, while the reporter is dwarfed to the vanishing point.

"And here again, the old story is repeated. Just as in the army where the men with the titles and bars across the chest, men with the aides, and the desks and the real beds to sleep in got popular attention, while the doughboy with a young cannon strapped across his back, and meals served when convenient, and a bunk under the broad and sometimes starry sky, did the work, so in this business of telling the story of what happened at a murder trial, there are preachers, et al., present, and the hard-boiled, anonymous reporter does the work.

"And how does he stand with this influx of 'non-union' labor engaged in reporting murder trials? Great! In the first place, he doesn't care if these outsiders do break in, except, that they rather clutter up the place and get in the way when one wants to make a dash to the telephone. He isn't anxious because his 'story' is placed alongside that of a D.D. or an LL.D., making a comparison easy. Just the same, his stories suffer not at all from the parallel columns; on the contrary, they shine in their lively simplicity against the background of drab mediocrity.

"Every man to his trade, and the reporter scores again."

TROY PAPER SOLD

The *Sunday Budget,* oldest newspaper at Troy, N. Y., has been purchased by the Troy Observer Publishing Company, publishers of the *Sunday Observer.* The Observer is being published under the name of the *Troy Observer and the Sunday Budget.* Former Senator Michael F. Collins is the owner of the Observer. The Budget was founded in 1797 as a weekly and, except for a brief period of interruption prior to the Civil war, has since been continuously published. The Observer was established in 1876. Mr. Collins is associated in the newspaper enterprise with his three sons, Frank M., J. Edward and Eugene R. Collins.

1893 1927

34 Years of Service! to Publishers

WE have consistently and persistently for 34 years exploited the advantages of newspaper advertising to the national advertiser and advertising agent. The benefit of these long years of service and experience are at the disposal of newspaper publishers, as well as national advertisers and agencies.

BENJAMIN & KENTNOR CO.

Advertising Representatives of Newspapers

Harry D. Reynolds, President; John T. Fitzgerald, Vice-President

2 West 45th St. NEW YORK
1524 Chestnut St. PHILADELPHIA
900 Mallers Bldg. CHICAGO
401 Van Nuys Bldg. LOS ANGELES
58 Sutter St. SAN FRANCISCO

"The Longer We Live, The More We Know"



interesting figures

347,747

Present Population of Louisville as shown by the New Caron Directory, just off the press—A gain of 12,656 over the same date one year ago!

155,125



Daily Circulation of the Courier-Journal and Louisville Times as shown by Postoffice statement for the six month period ending March 31, 1927, 155,125 a gain of 15,689 over the same date one year ago!

130,513

Sunday Circulation of The Courier-Journal as shown by Postoffice statement for the six months period ending March 31, 1927, 130,513 a gain of 17,663 over the same date one year ago!

Everybody in Louisville reads The Courier-Journal and Times, and have for years, but as long as Louisville continues to grow like this, so will these progressive, aggressive newspapers.

The Courier-Journal

THE LOUISVILLE TIMES

LOUISVILLE'S *Only* MORNING NEWSPAPER

Louisville's Biggest and Best Afternoon Newspaper

REPRESENTED NATIONALLY BY THE S. C. BECKWITH SPECIAL AGENCY

Member of the 100,000 Group of American Cities

PUFFERY MENACE TO ADVERTISING

(*Continued from page* 16)

position makes it possible for you to furnish figures and facts that cannot be obtained from any other source. It is also much more satisfactory for an advertiser to deal with a joint organization representing all of the 2,000 daily English language newspapers."

Verne Burnett of the General Motors Corporation, having remarked in a speech that "national advertisers have been impressed by the constructive work being done by the newspapers to show that newspaper advertising is effective," added in a letter to the Bureau:

"In making the statement, I had in mind the progressiveness and effectiveness of the Bureau of Advertising."

In order to furnish an intimate picture of what bureau solicitations have meant, your Committee submitted to all members an analysis of the advertising carried by an average prosperous newspaper, showed in detail the accounts on which the Bureau had worked and gave a summary of the service rendered in each individual case.

In his letter submitting this analysis, the Chairman of your Committee said:

"The Bureau has stuck consistently to its job of pure promotion. It does not sell advertising for selected lists. It works for all newspapers—big and little. It is helping advertisers use the medium of newspaper advertising with success. It is helping to correct advertising failures. It is called in to save a newspaper account just as often as it endeavors to develop a new one. It has the respect of advertisers and agencies alike and its offices are the headquarters for all information on the subject of newspaper advertising. Its books are regarded as textbooks.

"Its work does not conflict with or duplicate the efforts of any other organization in the field, because its work is different from that of any other organization. In a word, it is selling the idea of the newspaper as a great advertising medium, leaving to the other factors in the field the job of selling the actual space in newspapers."

The Bureau's research work was pushed forward aggressively in many new directions. Demands for information from advertisers and agencies have necessitated further enlargement of this department and its operations have added materially to the Bureau's reputation and influence.

It is interesting to note how constantly Bureau figures, statements and expressions are utilized and quoted as textbook material.

The Bureau acted as a pioneer in estimating the amounts spent in newspapers by national advertisers, first attempting this project in 1924. It was able this year to announce estimates covering the expenditures of 329 national advertisers as compared with a list of 240 compiled in 1925.

This activity, in connection with a system of analyzing advertising figures from the membership month by month, has placed the Bureau in a position to measure a heretofore unknown quantity, also to gauge comprehensively the trend of national advertising.

Surveys made by the Bureau with the aid of the membership included inquiries into many lines of industry. More than 50 memorandums were prepared by the research department at the request of advertisers or agents covering subjects among which the following may be mentioned: beverages, foods, tobacco, candy, curtain rods, building materials, fish, toilet goods, electrical refrigeration, finance, milk, fresh fruit, furnaces, motion pictures, office equipment, oil burners, railroads, cleansers, radio, co-operative advertising, sampling, washing machines, shoes.

Studies of copy and illustration as shown in Bureau books have widened its sphere of activities. The Bureau is often asked for opinions upon the printability or general typographical effectiveness of newspaper copy. Its latest book on that subject produced more than a thousand letters of acknowledgement. A number of associations have distributed this book to their membership. Distribution of the book among schools and universities for the use of advertising classes is now being successfully carried forward.

The Bureau's bulletin service has been improved by the addition of a monthly bulletin in which some of the work of the research department is made available for the membership. This bulletin has been enthusiastically received, many members finding material in it which they have been able to use successfully in promoting advertising.

Members of the Bureau staff filled a number of speaking engagements during the year.

The Bureau prepared a Newspaper Day address at the invitation of the International Advertising Association in connection with Franklin's birthday. More than 150 advertising clubs observed this event and the Bureau's address was used on scores of programs.

Your Committee again draws attention to the fact that inasmuch as all newspapers profit by the work of the Bureau, all newspapers are financially interested in its welfare. To those newspapers not now members of the Bureau but who continue to reap benefits from its work, your Committee suggests membership in the organization as a sound investment. The Bureau covers a surprisingly large portion of the advertising field, but with its present equipment cannot cover it all. Your Committee knows how the Bureau can spend additional funds to great advantage in the promotion and conserving of further newspaper advertising. Every dollar coming from new memberships will be devoted to that end.

The Bureau continues to live within its income and to enjoy sound financial condition. Plans for increasing its efficiency, particularly in the direction of research, will require added funds which the Bureau expects to obtain from new memberships.

Your Committee once more asks the co-operation of the Association to devise some method by which all members of the American Newspaper Publishers Association will participate in the support of the Bureau as they now unquestionably participate in its benefits.

Your Committee again draws attention to an obstacle in the way of developing certain types of newspaper advertising—namely, free publicity. The continued willingness of editors to give free space to advertisers who employ press agents has paved the way for actual competition between the press agent and the advertising solicitor. Advertisers, particularly associations advertising certain industries, are constantly approached by press agents who tell them they are unwise to spend money on legitimate newspaper advertising when they can obtain at the cost of a press agent's fee news column publication of promotional material. Frequently these representations lead the advertiser to buy advertising in mediums other than newspapers and to employ a press agent to raid the columns of the dailies.

References have already been made to the wide circulation of advertising Bureau books.

The first new book of the fiscal year was "The Market and the Medium," issued after the last convention in an edition of 6,500 copies. This book has proved useful largely because of its discussion of the new buying power represented by newspaper circulation.

The book, "Good Copy," published in February, 1927, dealt wholly with modern examples of copy presentation and new techniques. The first edition of 10,000 copies has been nearly exhausted and a second edition may follow.

The Bureau's estimates of newspaper expenditures have been put into booklet form for distribution. A pamphlet has also been made of these estimates considered from the standpoint of industry groups and compared with similar figures covering expenditures of the same advertisers in previous years.

To obtain promotional copy for the use of the membership, the Bureau conducted a prize contest. A quantity of interesting material was contributed by the contestants and the first series of prize winning advertisements is now in the hands of the membership for release.

A book on community advertising is in the course of preparation and it is planned to compile a similar book on financial advertising.

Preliminary arrangements have been made for a work on market analysis and kindred subjects which it is planned to make the most comprehensive of any book yet undertaken by the Bureau. It is hoped to issue this book some time next year.

The President at the 1926 Convention, appointed the following to constitute your Committee:

Chas. D. Atkinson, *Atlanta Journal;* Frank H. Burgess, *La Crosse Tribune;* Harry Chandler, *Los Angeles Times;* Howard Davis, *New York Herald Tribune;* William J. Hofmann, *Portland Oregonian;* F. I. Ker, *Hamilton Spectator;* John S. McCarrens, *Cleveland Plain Dealer;* Fleming Newbold, *Washington Star;* E. W. Parsons, *Chicago Tribune;* David B. Plum, *Troy Record;* William F. Rogers, *Boston Transcript;* Allison Stone, *Providence Journal;* Walter A. Strong, *Chicago Daily News;* D. E. Town, Hearst Newspapers; Louis Wiley, *New York Times.*

Your Committee organized April 22, 1926, by electing William F. Rogers, chairman; Harry Chandler, vice-chairman; Howard Davis, treasurer, and David B. Plum, chairman of the Finance Committee, with Louis Wiley associate member.

M. P. Linn succeeded Joseph F. Finley as advisory member of the Committee representing the Six Point League of New York, and George A. Noee was chosen to succeed John J. McConnell as advisory member, representing the Newspaper Representatives Association of Chicago. Your Committee continued as appointed until February of this year, when Mr. Parsons tendered his resignation.

Beside the organization meeting, the Committee held a meeting at the Chicago offices on Oct. 20.

The Chairman and individual members of the Committee kept in frequent touch with executives of the organization.

At the close of the fiscal year, there were 366 newspapers members of the Bureau, the same number shown at the beginning of the year.

Figures for the fiscal year showed a total gross income of $99,318.30 and a total expense of $97,870.72.

The Bureau's books were audited quarterly by Howard Greenman, C.P.A.

The annual dinner at the Waldorf Astoria on April 22 was the fifth held under Bureau auspices. Covers were laid for 920 persons. The program was in charge of a committee of which E. W. Parsons was chairman.

Mr. Rogers, Chairman of the Committee in Charge, called the dinner to order and introduced S. E. Thomason, retiring president of the A. N. P. A., who acted as toastmaster. The speakers included Sir Charles Higham of London, Rev. Dr. S. Parkes Cadman, Col. Theodore Roosevelt and Will Rogers.

Your Committee expresses its thanks to the officers and staff of the A. N. P. A. for their cordial co-operation. Similarly it acknowledges the courtesies of the Six Point League of New York and the Newspaper Representatives Association of Chicago. Its thanks are also due the newspaper and advertising trade press for the interest displayed in the Bureau's work.

The continued support and confidence of the membership is particularly gratifying to your Committee, the members of which formally record herewith their hearty appreciation of the spirit of unselfish co-operation which makes this important work possible.

A Potential Market

In Northern Wisconsin
With a Population
of 200,000
Adjacent to Superior
Reached Daily Only By The

Superior Telegram

The Home Newspaper of
North Wisconsin

Represented by
Weaver, Stewart Company
New York Chicago

Constantly Growing Prestige is Responsible for

The Highest Sustained Average Circulation

In the History of

THE ST. LOUIS STAR

On October 1, 1926, The St. Louis Star's sworn circulation statement to the United States government was the highest ever achieved by this newspaper. The daily NET PAID circulation for the six months preceding October 1, was

117,022

That record is now broken by the sworn circulation statement for April 1, 1927, which reveals that for the six months since last October 1, the daily net paid circulation of The Star has grown to

120,962

The daily net paid circulation for the month of March alone was far ahead of the average for the whole six months' period reaching a net paid average daily of

125,532

The St. Louis Star is proud of these figures, but is far prouder of the growing esteem in which it is held by St. Louisans

THE ST. LOUIS STAR

Nothing Counts but RESULTS!

M. KOENIGSBURG HOST TO 500

(*Continued from page 21*)

Times; A. E. Sansoucy, Ogdensbrug, N. Y., Journal; A. B. Parker, Watertown, N. Y., Standard; L. S. Chubbuck, Watertown, N. Y., Standard; D. Hiden Ramsey, Ashville, N. C. Times.

Royal W. Weller, Allentown, Pa., Call; C. J. Smith, Allentown, Pa., Call; P. W. Leisenring, Allentown, Pa., Call; Clarence J. Pyle, Wilmington, Del., Journal; George Carter, Wilmington, Del., Journal; J. B. Sherrill, Concord, N. C., Tribune; J. L. Horne, Jr., Rocky Mount, N. C., Telegram; C. C. Bellamy, Wilmington, N. C., News Dispatch.

Fred L. Rentz, Newcastle, Pa., News; Paul C. Siddall, Alliance, Ohio, Review; Gordon K. Bush, Athens, Ohio, Messenger; Major Theodore Arter, Jr., Altoona, Pa., Times; Herbert D. Brauff, Altoona, Pa., Times Tribune; R. P. Habgood, Bradford, Pa., Star Record; Charles R. Long, Chester, Pa., Times; F. A. Hoiler, Alliance, Ohio, Review.

J. J. Devine, Devine-Wallis Corp., New York City; W. L. Mengert, Huntington, W. Va., Herald Dispatch; Dave Gideon, Huntington, W. Va., Herald Dispatch; Joseph B. Finan, Cumberland, Md., Times; W. E. Chilton, Jr., Charleston, W. Va., Gazette; W. E. Chilton, Sr., Charleston, W. Va., Gazette; Robert L. Smith, Charleston, W. Va., Gazette; M. G. Fitzpatrick, Olean, N. Y., Times.

R. E. Lent, Passaic, N. J., News; Harry B. Haines, Paterson, N. J., News; Lynn J. Arnold, Jr., Albany, N. Y., Knickerbocker Press; Arthur D. Hecox, Albany, N. Y., Knickerbocker Press; John J. Connors, Albany, N. Y., Knickerbocker Press; R. E. Bennett, Binghamton, N. Y., Press and Leader; Joseph Ruskiewicz, Buffalo, N. Y., Everybody's Daily; Alexander Ruskiewicz, Buffalo, N. Y., Everybody's Daily.

H. E. Ellis, Denison, Tex., Herald; Will C. Edwards, Denton, Tex., Record-Chronicle; Houston Harte, San Angelo, Tex., standard; J. L. Mapes, Beaumont, Tex., Enterprise; M. E. Foster, Houston, Tex., Press; W. Guy Tetrick, Clarksburg, W. Va., Exponent; M. Nachman, Clarksburg, W. Va., Telegram; B. C. Dow, Sioux Falls, S. D., Argus-Leader.

H. H. Bellaman, Columbia, S. C., Record; Roger H. Peace, Greenville, S. C., Daily News; Herbert A. Smith, St. Johnsbury, Vt., Caledonian Record; Munsey Slack, Bristol, Tenn.-Va., Herald Courier; C. J. Harkrader, Bristol, Tenn.-Va., Herald Courier; Thomas H. Pratt, Pulaski, Va., Times; N. R. Hamilton, Portsmouth, Va., Star; Bert H. Anderson, Charleston, W. Va., Mail.

J. Monroe Boyer, Morgantown, W. V., Post; James C. Herbert, Morgantown, W. V., Post; Edward McGrail, Parkersburg, W. Va., News; Emery A. O'Dell, Monroe, Wis., Times; Morgan Murphy, Superior, Wis., Telegram; D. S. Elias, Ashville, N. C., Times; J. D. Barnum, Syracuse, N. Y., Post-Standard; W. T. Anderson, Macon, Ga., Telegraph.

D. E. Dixon, Jamaica, L. I., Press; LeRoy L. Smith, Long Island City, N. Y. Star; T. Harold Forbes, New Rochelle, Standard Star; James E. Stiles, Rockville Centre, N. Y., Review; Oscar C. Rox, Rockville Centre, N. Y., Review; Walter V. Hogan, White Plains, N. Y., Reporter; W. Lee Tuller, White Plains, N. Y., Reporter; Earl D. Tobey, Poughkeepsie, N. Y., Sunday Courier.

James H. Skewes, Meridian, Miss., Star; E. L. Sparks, Hannibal, Mo., Courier Post; J. B. Jeffries, Hannibal, Mo., Courier Post; James Todd, Maryville, Mo., Democrat-Tribune; John H. Muehling, Manchester, N. H., Union-Leader; Frank H. Burgess, La Crosse, Wis., Tribune and Leader; Fred B. Stuart, Middletown, N. Y. Times Press; Harry Goodwin, Bronx, N. Y., Home News.

C. C. Cahn, Jr., Attleboro, Mass., *Sun;* J. H. Vallette, Attleboro, Mass., Sun; W. Y. Morgan, Hutchinson, Kan., *News;* William G. Spence, Lowell, Mass.; *Courier-Citizen;* D. B. Miller, Pittsfield, Mass., *Berkshire Eagle;* William H. Reed, Taunton, Mass., *Gazette;* A. L. Miller, Battle Creek, Mich., *Enquirer and News;* Birney Imes, Columbus, Miss., *Commercial Dispatch.*

P. H. Baldwin, Newark, N. J., *Call;* Arthur Sinnott, Newark, N. J., *News;* J. D. Gessford, Newark, N. J., *Freie Zeitung;* Edward H. Roemie, Passaic, N. J., *Daily Herald;* William B. McBride, Passaic, N. J., Daily Herald; Frank D. Schroth, Trenton, N. J., *Times;* F. A. Hoyt, Beacon, N. Y., *Journal;* W. J. Lyon, Binghamton, N. Y., *Sun.*

J. L. Stackhouse, Easton, Pa., *Express;* John H. McGrath, Easton, Pa., Express; Louis Benjamin, Erie, Pa., *Dispatch Herald;* A. Daneman, Erie, Pa., Dispatch Herald; A. H. Stackpole, Harrisburg, Pa., *Telegraph;* A. R. Michener, Harrisburg, Pa., Telegraph; Henry Walser, Hazelton, Pa., *Standard Sentinel-Plain Speaker;* J. R. Dershuck, Hazelton, Pa., Standard Sentinel-Plain Speaker.

J. L. Steinman, Lancaster, Pa., *Intelligencer;* J. H. Steinman, Lancaster, Pa., Intelligencer; A. E. McCullough, Lancaster, Pa., Intelligencer; W. L. Robinson, Lancaster, Pa., *News-Journal;* H. D. Bradley, Norristown, Pa., *Herald-Times;* I. J. Hornstein, Reading, Pa., *Times;* D. M. Turner, Towanda, Pa., *Review.*

O. J. Keller, Lancaster, Pa., *New Era;* F. S. Fox, Norristown, Pa., Herald-Times; Robert Fetridge, Scranton, Pa., *Republican;* Leslie B. Tyler, Scranton, Pa., *Republican;* M. L. Goodman, Scranton, Pa., *Scrantonian;* E. Tracy Sweet, Scranton, Pa., Scrantonian; Richard Little, Scranton, Pa., Scrantonian; B. F. Parrott, Shenandoah, Pa., *Herald.*

N. A. Frantz, Stroudsburg, Pa., *Record and Times Democrat;* Colley S. Baker, Stroudsburg, Pa., Record and Times; T. F. Hefferman, Wilkes-Barre, Pa., *Independent;* J. J. Gorman, Wilkes-Barre, Pa., International Color Printing Co.; Colonel Ernest G. Smith, Wilkes-Barre, Pa., *Times-Leader;* W. E. Gonzales, Columbia, S. C.; *State;* F C. Withers, Columbia, S C., State; R. B. Chandler, Greenville, S. C. *Piedmont.*

Harry Kingebeil, Moline, Ill., *Dispatch;* August Sundine, Moline, Ill., Dispatch; P. S. McGlynn, Moline, Ill., Dispatch; Elliott S. Bartlett, Rockford, Ill., *Register-Gazette;* Dale J. Crittenberger, Anderson, Ind., *Bulletin;* Ed. J. Fehn, Evansville, Ind., *Courier-Journal;* J. R. Snyder, Gary, Ind., *Post-Tribune;* E. J. Treffinger, Richmond, Ind., *Item.*

H. N. Newman, Fourth Estate, New York City; John V. Riley, Rockford, Ill., *Star;* Roscoe S. Chapman, Rockford, Ill., Star; Russell Chapman, Rockford, Ill., Star; William Toner, Anderson, Ind., *Herald;* Paul Poynter Kokomo, Ind., *Dispatch;* E. H. Harris, Richmond, Ind., *Palladium;* James C. Harrison, Augusta, Ga., *Herald.*

John F. D. Aue, Burlington, Ia., Hawkeye; Ed. Loftus, Cedar Rapids, Ia., Gazette; J. L. Miller, Cedar Rapids, Ia., Gazette; Frank D. Throop, Davenport, Ia., Democrat and Leader; Merritt C. Speidel, Iowa City, Ia., Press Citizen; L. P. Loomis, Mason City, Ia., Globe-Gazette; Jackson McCoy, Waterloo, Ia., Courier; H. J. Powell, Coffeyville, Kan., Journal.

Maury Paul, New York City; J. T. Moore, Pittsburgh, Kan., Sun Headlight; B. F. Forgey, Ashland, Ky., Independent; S. E. Phillips, Hagerstown, Md., Herald-Mail; William P. Lane, Jr., Hagerstown, Md., Herald-Mail; George A. Mellen, Lawrence, Mass., Eagle; A. H. Rogers, Lawrence, Mass., Eagle; Josephus Daniels, Jr., Raleigh, N. C., Observer.

J. S. Parks, Fort Smith, Ark., Times-Record; C. H. Tryon, Meriden, Conn.,Morning Record; E. E. Smith, Meriden, Conn., Morning Record; Elmer S. Hubbell, Middletown, Conn., Press; Burr E. Stevens, Middletown, Conn., Press., R. H. Gillespie, Stamford, Conn., Advocate; Paul Lockwood, Stamford, Conn., Advocate; A. J. Wilhelm, Huntingdon, Ind., Press.

William J. Pape, Waterbury, Conn., Republican; I. B. Myers, Waterbury, Conn., Republican; H. P. Warrington, Wilmington, Del., Star; Joseph H. Martin, Wilmington, Del., Star; Herbert Felkel, St. Augustine, Fla., Record; Edward Warren, St. Augustine, Fla., Record; L. E. Reagin, Sarasota, Fla., Times; D. H. Conklin, West Palm Beach, Fla., Post.

William F. Metten, Wilmington, Del., Every Evening; Davis Merwin, Bloomington, Ill., Pantagraph; Verne E. Joy, Centralia, Ill., Sentinel; W. J. Parrett, Danville, Ill., Commercial News; D. A. McKenzie, Elgin, Ill., Courier; E. E. Campbell, Granite City, Ill., Post; L. D. Upton, Kewanee, Ill., Star-Courier; A. O. Lindsay, Quincy, Ill., Herald-Whig.

George N. Seaver, Wilmington, Del., Journal; George B. Lindsay, Sarasota, Fla., Herald; A. N. Snook, Aurora, Ill., Beacon News; W. Kee Maxwell, Bloomington, Ill., Bulletin; B. K. Maxwell, Boomington, Ill., Bulletin; U. G. Orendorff, Canton, Ill., Ledger; Gardner J. Thomas, Marion, Ind., Chronicle; E. D. DeWitt, Birmingham, Ala., Age Herald.

E. J. Clapp, New York American; Sam Hecht, New York American; Chauncey Forgey, Ashland, Ky., Independent; E. B. Hatrick, International Newsreel; A. B. Chivers, New York Journal; George A. Bittler; Evansville, Ind., Courier; W. W. Krebs, Johnstown, Pa., Tribune; Philip Payne, New York Daily Mirror; Harry C. Kaulman, New York American; Walter Tushingham, Camden, N. J., Post; Mike Clofine, International Newsreel; George W. Williams, Wilkes-Barre, Pa., Telegram; W. F. Hardy and guest, Decatur, Ill., Herald; A. S. Thompson, New York City; T. J. White, New York City; Frank B. Wilson, Fourth Estate; N. P. Spingold, Jerome Wilzin, L. B. Eppstein, Godfrey Dalkowitz, Harry A. Bratlow, Newark, N. J., Call; E. M. Carney, Hearst Newspapers; W. C. R. Harris, Jr., Toronto Star; Douglas Taylor, Printer's Ink; Nelson P. Poynter, St. Petersburg, Fla., Times; E. F. Birmingham, Newspaper News; Arthur Crawford, Chicago, Ill., Tribune; C. I. Chamberlain, Erie, Pa., Dispatch-Herald; John C. Dye, Norristown, Pa., Times-Herald; Harold B. Farquhar, Bethlehem, Pa., Globe-Times; Ross F. Walter, Akron, Ohio; W. C. Bullitt, M. M. Lord, New York American; Martin Huberth, Joseph H. Hoadley, Harry Parsons, Bronx, N. Y., Home News; Clarence Eyster, Peoria, Ill., Star; Louis Proehl, Peoria, Ill., Star; Charles D. Simeral, Steubenville, Ohio, Herald-Star; Arthur E. Garvey, Binghamton, N. Y., Sun; Cyril Dalkowitz.

NEWSPRINT PRODUCTION UP

Five Per Cent Increase in North American Output in March

Production in Canada during March, 1927, amounted to 174,094 tons and shipments to 169,061 tons, according to statistics issued by the News Print Service Bureau. Production in the United States was 133,731 tons and shipments 129,451 tons, making a total United States and Canadian news print production of 307,825 tons and shipments of 298,512 tons. During March 19,236 tons of news print was made in Newfoundland and 1,308 tons in Mexico, so that the total North American production for the month amounted to 328,369 tons.

The Canadian mills produced 58,360 tons more in the first three months of 1927 than in 1926, which was an increase of 14 per cent. The United States output was 24,787 tons or 6 per cent less than for the first three months of 1926, that in Newfoundland 10,153 tons or 25 per cent more, and in Mexico 421 tons or 14 per cent more, making a total North American increase of 44,147 tons or 5 per cent.

During March the Canadian mills operated at 86.2 per cent of rated capacity and the United States mills at 85.6 per cent. Stocks of news print paper at Canadian mills totalled 28,462 tons at the end of March and at United States mills 22,744 tons, making a combined total of 51,206 tons which was equivalent to 3.9 days' average production.

COOLIDGE HONORS FREY

A Cincinnati editor was signally honored by President Coolidge last week in being appointed as Advisor on Labor Questions to the American members of the Economic Conference of the League of Nations. The appointee was John P. Frey, president of the Ohio Federation of Labor and editor for many years of the *International Iron Moulders' Journal* with headquarters in Cincinnati. Mr. Frey left this week for Washington and will sail next week from New York. He will join the other American members of the conference at New York and proceed to Geneva where it opens May 4.

PRINTS RECORD EDITION

The *Dayton* (O.) *Daily News* published a 68-page edition on Friday April 14, which it claimed is a new high record in its city. There were 118,972 lines of advertising. Hughlett Hollyday, Jr., is national advertising manager.

BRITISH PAPERS REPORT LARGE PROFITS

$1,500,000 Net Reported by Sunday Pictorial Company—Daily Mirror Ltd., Reports Similar Sum

(*Special to* Editor & Publisher)

London, April 15.—The Sunday Pictorial Newspaper Company, London, Eng reports net profit, after deducting all working, office and other expenses, providing for contingencies, etc., for the year ended Feb. 28, as £325,046. Forty thousand pounds has been placed to reserve, which now stands at £200,000, and £5,000 has been appropriated again to provide pensions for employes. Dividend on ordinary shares of 25 per cent is unchanged (less tax.) During the year the company disposed of its shareholdings in the *Daily Sketch* and *Sunday Herald.*

Net profit of the Daily Mirror Newspapers, Limited, for the year ended Feb 28, last, amounted to £301,789. Twenty thousand pounds has been placed to reserve account, which now stands at £100,000 and £10,000 goes towards pensions for employes. In January the company's capital was increased to £2,200,000, by issue of 700,000 new ordinary shares of one pound each. Thirty per cent dividend on ordinary shares and eight per cent on preference shares is paid, leaving £29,295 to be carried forward.

Editor & Publisher $4.00 a year.

The Standard Union is the only newspaper in Brooklyn whose circulation is 100% readers.

No accident or insurance policies, prize packages of any description, contests of any kind are necessary to sell this newspaper to readers.

R. J. R. Hunsiman
President

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

JIM BARTH SAID IT—

"I don't always buy newspaper space simply and solely because of large circulation or wide coverage although that is a most important factor. The pulling power of a newspaper is often best gauged by the quality of its circulation and the bond that exists between it and its readers. If this bond is strong, if the paper is received into the homes as a friend, if its editorial policies are admired and its news believed, then I want my advertising in that paper."

Score a big round bullseye for Mr. Barth, veteran agency space buyer and expert on modern merchandising methods!

But suppose, Mr. Barth, a newspaper, in addition to fulfilling every one of the requirements you enumerate, also completely covers its market—suppose it has by far the largest A.B.C. circulation in its field and the widest possible coverage?

Isn't it an ideal medium for carrying the sales message of any advertiser who wants results with the least possible expenditure of time, effort or money?

Thanks. We thought you'd think so.

May we then call your attention to The Binghamton (N. Y.) Press-Leader? You probably have noticed this newspaper has been invited to join the 100,000 Group. You probably know from your records that it has a 97% coverage in its own home field and that it has been used consistently for more than 20 years as an advertising medium by most of the country's leading advertisers. You probably know that it has but recently subsidized an independent survey of its market and its reader acceptance. But you may not have the facts and figures brought out by that survey. May we send you a copy of it?

THE JOHN BUDD COMPANY

National Advertising Representatives

New York, 9 East 37th Street
Chicago, Tribune Tower
St. Louis, Chemical Bldg.
Atlanta, Healey Bldg.
San Francisco, Sharon Bldg.
Los Angeles, Chamber of Commerce Bldg.
Portland, Security Bldg.

A. P. BOND ALLOTMENT IN COMMITTEE'S HANDS

(*Continued from page* 13)

questions present certain legal aspects and questions of very vital policy affecting the future and present welfare of the organization in which we all have a common interest. It is recognized also that with the growth of the Associated Press and with the great change in newspaper publishing within recent years that in the eyes of the general membership there are certain changed conditions that must be met by your board and by the membership, particularly touching the very vital questions of the bonds and the protest rights.

"To meet this objective and in a spirit of complete harmony, having in mind only the best interests of this great organization, your committee in conference has agreed upon the resolution which is now offered.

"The A. P. is our organization; we are proud of the splendid record it has maintained during these years. We are happy that the high ideals set by its founders have been maintained over this period of years and so we meet today in a spirit of complete harmony with the idea of giving these questions the most serious consideration, viewing all sides of the question with the hope that they may be brought before this body and the board of directors a report that will meet the views of the membership generally of this great organization.

"We are proud of its history; we are proud of the traditions of this organization, and we feel that those of us upon whose shoulders the burden now rests, faithful to the policy laid down by its founders, are able to meet and solve judiciously and carefully and wisely this problem or any other problem that the future may impose upon this great organization.

"I urge the adoption of this resolution."

Mr. Neylan's address follows in full:

"I have very little to add to what Mr. Knowland has just stated.

"I want to emphasize on behalf of Col. Ewing and Mr. Vandenberg and myself who have accepted a trust as we conceive it, the spirit in which we have been met, a spirit which resulted in the formulation of this resolution.

"I, too, agree with Mr. Knowland as to the tremendous value of the Associated Press. From the time of my boyhood, I have looked upon it as one of the greatest institutions I have ever known. Of necessity in every institution as important as this one with its widespread ramifications and its long history, there comes a time when conservatism, and what we conceive as progress, become questions which must be considered in detail if an institution is to retain its vitality and if it is to carry out the mission, which we believe is to be the mission of the A. P.

"I want to say to the membership of the A. P. that in my judgment the most practical manner of solving these two very important questions is by their reference to the committee provided for in this resolution. In the very nature of things there are details to be considered. I have studied both questions rather thoroughly and I am convinced that this committee when it has devoted itself to the subject will find no insuperable obstacles, and that the end of the year, at the next annual meeting, if not before, as is provided in the resolution, we will be able to come here and receive from this committee a report on which the entire membership of the A. P. can unite and adopt, so that this great institution may go on and fulfill its destiny.

"I would ask every gentleman identified with the A. P. who has given his proxy to the proxy committee or aligned himself with the proxy committee in the consideration of this matter to vote for the adoption of this resolution.

"I would urge everybody to do nothing to complicate the present situation, because in the last analysis each and everyone of us has a vital interest in the A. P.

"Each and every one of us must be concerned for its future and each and everyone of us, if we give thought to the subject, must realize that a committee purely representative of both sides will surely consider all the views that could possibly be expressed in an indiscriminate discussion of the matter where some things might be said or some misconceptions might arise, which it would be hard to explain later on.

"Therefore, I would ask that every member of the A. P. vote for this resolution, so that the committee to be appointed under it may go ahead with its duty with the feeling that they have the unanimous support of the entire membership.

"And, Mr. President, for the first time in my life and only with the belief that what I am going to do is for the best interest of the Associated Press, I am going to request everybody to refrain from discussion of the resolution. Not with the idea of preventing the presentation of any views, but because of the fact that this matter has been thoroughly considered and I believe it is in a condition under which the interests of the A. P. and of every member will be best conserved, and I am going to move for this question and ask for an immediate vote on the resolution."

DISCUSSING SHOPPING NEWS

Springfield, Mass., Merchants Appoint Committee to Consider Publication

Tentative plans for a *Shopping News* in Springfield, Mass., have been brought to a point where a committee of downtown merchants, members of the Chamber of Commerce, headed by Arthur D. Neff, formerly advertising manager of a large department store, as at work on a plan.

It is said that the plan is to distribute a free advertising paper made up of standard size.

The date of issue of the first edition has been variously set at any time from May 1 to next fall.

COAST DAILY ADDS TO PLANT AREA

Oakland Tribune Buys 15,000 Square Feet Adjacent to Plant and Plans New Six-Story Addition

Doubling the area occupied by it present quarters, the *Oakland* (Cal. *Tribune*, April 21, announced purchas of 15,000 square feet of property adja cent to the Tribune building at Thir teenth and Franklin streets, in the hea of the downtown business district.

Plans for a new six-story addition t care for expansion necessitated by stead growth of the Oakland daily are alread under way, according to the announce ment. The new building will match i appearance the present structure. B purchase of the property, which is at th corner of Twelfth and Franklin street the Tribune has acquired ownership c the eastern half of the block bounded b Broadway, Franklin, Twelfth and Thir teenth streets. The ground area no held by the Tribune totals 30,000 squa feet.

The building plans of the Tribune, a cording to Joseph R. Knowland, pres dent and publisher, contemplate activ construction work as soon as the leas held by occupants of the Hippodrom Theatre building, which stands on th property, expire.

A pressroom extending the enti block from Twelfth to Thirteenth stree with a battery of modern, high-spe presses, is included in the plans no being given consideration.

One of the outstanding features of th building program, the announceme states, is the installation of an insi delivery system which will relieve tra fic congestion in the streets. A drivewa and loading platform will be construct under the new plant and the new paper's fleet of motor trucks will loa inside the plant instead of backing t to the curb.



THIS IS "ROSE-MARY"

In real life she is Miss Elsie Nichols, who will pose for the illustrations in the forthcoming newspaper serialization of

"ABIE'S IRISH ROSE"

A Novelization

By Anne Nichols

of her sensational stage success

The following territory is already closed:

NEW YORK
BOSTON
PHILADELPHIA
BALTIMORE
PITTSBURGH
CLEVELAND
SAN FRANCISCO
MILWAUKEE
NEW ORLEANS

Several New York producers who "passed up" the play, now in its sixth year, are sitting on the mourners' bench. Don't join them.

Write for territory and complete working plan for local exploitation.

UNITED FEATURE SYNDICATE WORLD BLDG. NEW YORK

Does Newspaper Advertising Pay?

Ask the magazines that use it:

Magazine Expenditures in Newspapers, 1926.

Curtis Publishing Company Country Gentleman Ladies' Home Journal Saturday Evening Post	$950,000
MacFadden Publications Physical Culture True Story	900,000
International Magazine Company Cosmopolitan Good Housekeeping McClure's Smart Set	300,000
McCall's Magazine	50,000

Figures from Bureau of Advertising, A. N. P. A., March 5, 1927

Others are Crowell Publishing Company—American, Collier's, Woman's Home Companion; Pictorial Review; Red Book; Condé Nast Publications—House & Garden, Vanity Fair, Vogue; Delineator; Liberty; and others. Figures not available.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Detroit
Atlanta

New York
Chicago

Kansas City
San Francisco

PRESIDENT COOLIDGE AT U. P. DINNER

(*Continued from page* 10)

the property of our citizens, even where their holdings are under titles which have been established for scores of years.

"In 1857 Mexico adopted a constitution. In its relation to the protection of acquired property it provided ample security. Under its terms many of our people acquired holdings both through individual and corporate ownership. During the more than 30 years of President Diaz we were especially encouraged to make investments, to promote all kinds of development of the natural resources, transportation, and industries. After he was driven from office by revolution much disorder existed, with presidents following one another in rapid succession.

"In 1917 a new constitution was adopted with provisions affecting agricultural, mining, and oil lands, which we thought threatened the holdings of our nationals with confiscation. Their constitution is not self-enforcing, but requires the promulgation of laws to put it into effect. While this was in process of being brought about a government was established which we did not recognize. In 1920 General Obregon was chosen president and sought recognition. In negotiations for that purpose it was repeatedly pointed out that we feared that the new constitution, although one of its provisions expressly prohibited the enactment of retroactive laws, might be interpreted as retroactive in its effect upon the holdings of real estate which our people had secured prior to its adoption. We sought assurances from the Mexican government that such was not the case.

"In order to prevent misunderstanding we sent two commissioners to Mexico City in 1923 to confer upon this subject, and also on the question of our claims, with two Mexican commissioners. Charles Beecher Warren and John Barton Payne represented our government. They had a series of conferences and kept written records of their proceedings, in which are set out the recommendation for the appointment of two claims commissions and the understanding that the constitution of 1917 was not to be given retroactive or confiscatory application. These records were duly signed and attested by the commissioners and were submitted to the president of Mexico and the President of the United States for their mutual approval, which was given. It was solely because of our understanding secured in this formal way that our property rights would be respected, that recognition of the government of President Obregon was granted on September 3, 1923.

"During the winter of 1924 revolutionary activities started in Mexico which it seems probable would have succeeded in displacing President Obregon had not our government furnished him with arms and ammunition largely on credit and given him the advantage of our moral support. Our help maintained his position. Soon after President Calles came into power he and the Mexican Congress proposed laws and regulations which we deemed threatened confiscation of American property. To prevent the appearance of acquiescence we so notified Mexico prior to the passage of such laws. Nevertheless they were passed. We have made further protest against their being put into effect, as they are contrary to our understanding of the conference as a result of which we granted recognition. In the notes which have been received the government of President Calles refuses to be bound by what we thought was the understanding arrived at with President Obregon. We closed the correspondence by notifying the Mexican government that we stood squarely on the understanding made with President Obregon and we expected it not to take any action that would deprive American citizens of their property or their property rights.

"Agricultural lands have apparently been seized from time to time for which no compensation has yet been made. While there have been threats to seize oil property, no such seizures have lately been made, and suits are now pending in Mexican courts to restrain such seizures. Former decisions of their courts are relied on to support these suits.

"Stripped of all technicalities and involved legal discussion, this is the main difference which our Government has with the Mexican Government. We do not question their right to take any property, provided they pay fair compensation. With their efforts to secure a division of great estates, so that more of their people may be landowners, we have every sympathy. We have even agreed that our government would accept the bonds of the Mexican government in payment for damages awarded by the commission for land taken for this purpose.

"Of course, we do not want any controversy with Mexico. We feel every sympathy with her people in their distress and have every desire to assist them. That they welcome conditions under which life and property are secure is shown by the hundreds of thousands of them who are coming to the United States, where, through their industry, they thrive and prosper. Under these conditions small land holdings would develop in Mexico as they have developed here. Those of her citizens who preferred to seek employment in industry, like many of our own people, would have an abundant opportunity in their own country. Instead of desiring to pursue any aggression or to take part in any oppression, we are endeavoring through the most friendly offices to demonstrate to their government that their attitude in relation to property will not only result in the economic disadvantage of their own people, by preventing the investment of outside capital so necessary for their development, but will greatly impair their friendly relations with other interested nations.

"It is a cardinal principle of law that private property should not be taken without fair compensation. This principle is declared in our national constitution and in those of all our states. I know of no written constitution that does not contain a similar provision. Under the constitution of 1917, and by-laws and regulations for carrying it into effect, we feel that Mexico is threatening to disregard this great elementary principle by undertaking a retroactive application of their constitution to property of our citizens acquired long before their constitution was adopted.

"The Senate recently passed a resolution supporting the protection of American life and property and suggesting resort to arbitration. We have at present two commissions of arbitration with Mexico, and the principle of arbitration has always been strongly advocated by our government. Everybody favors arbitration when the question at issue is arbitrable. Under the present circumstances I can see grave difficulties in formulating a question which the two governments would agree to submit to such a tribunal. The principle that property is not to be confiscated and the duty of our Government to protect it are so well established that it is doubtful if they should be permitted to be questioned. Very likely Mexico would feel that the right to make a constitution and pass laws is a privilege of her sovereignty which she could not permit to be brought into question."

"It has therefore seemed that we are more likely to secure an adjustment through negotiation. I am glad to report that the Mexican ambassador has recently declared to me that Mexico does not intend to confiscate our property, that she has shown diligence in capturing and punishing those who have murdered our citizens, and expressed the wish, which we so thoroughly entertain, of keeping cordial and friendly relations. With a strong sentiment of this nature, which, I am convinced, animates the people of both countries, it will surely be possible to reach an amicable adjustment.

"Our two peoples ought so to conduct themselves that there will never be any interference with our ancient ties of friendship.

"Our relationship to Nicaragua I have set out in detail in a message to the Congress. For a dozen years we kept a force of marines in that country at the earnest solicitation of its government. During this time the people were peaceful, orderly, and prosperous, and their national debt was greatly reduced. Almost at once after I withdrew the marines, revolution was started. Finally a President was designated by the Congress which appeared to us and to other Central American countries to have a constitutional title and we therefore recognized him. As the disorders continued, on his representation that he was unable to protect American lives and property, I sent a force of marines for that purpose. Their presence has undoubtedly prevented the larger towns from being pillaged and confined the fighting for the most part to uninhabited areas. We have sold arms and ammunition, as we did in the case of Mexico, to the Nicaraguan Government. The revolutionary forces appear to have received arms and ammunition from some source in Mexico. With a hope that we might be furnished with information which would better enable us to deal with the situation, I have sent Henry L. Stimson, former Secretary of War, to that country. Meantime, it is reported that the government forces have been apparently successful in driving the revolutionists from the field.

"In addition to the private property of our citizens, which is employed in lumber and agricultural operations, our government has secured the right to construct a canal and establish a naval base, for which it paid $3,000,000. Contrary to the general impression, there are no oil properties in this country. Nevertheless, I have seen cartoons that pictured it as filled with oil derricks. Our country consumes vast quantities of oil and gasoline in its use of automobiles, gas engines, and oil-burning furnaces. If these products are to be kept within a reasonable price, which is very important to a great body of our citizens, our people who go abroad to develop new fields and to increase the supply ought to have the encouragement and support of our government.

"We are not making war on Nicaragua any more than a policeman on the street is making war on passers-by. We are there to protect our citizens and their property from being destroyed by war and to lend every encouragement we can to the restoration of peace. While the destruction of life and property has been serious enough, had it not been for the presence of our forces it would undoubtedly have been much worse.

"Toward the governments of countries which we have recognized this side of the Panama Canal we feel a moral responsibility that does not attach to other nations. We wish them to feel that our recognition is of real value to them and that they can count on such support as we can lawfully give when they are beset with difficulties. We have undertaken to discourage revolutions within that area and to encourage settlement of political differences by the peaceful method of elections. This policy is bound to meet with some discouragements, but it is our hope and belief that ultimately it will prevail. This territory is rich in natural resources and under orderly governments is capable of a development that will give to its inhabitants all the advantages of modern civilization. It is a curious circumstance that some of those who have been willing to have us take mandates over far-off countries in Asia, where we have no interest that does not attach to all humanity, are most critical when we are attempting to encourage the maintenance of order, the continuity of duly established government, and the protection of lives and property of our own citizens under a general reign of law in these countries that are near at hand and where we have large and peculiar interests.

"Another important problem in our foreign intercourse relates to China. That country is undergoing a revolutionary convulsion. It is broken up into several separate parts, each claiming to represent a government, none of which we have recognized. Our main difficulty here is the protection of the life and property of our citizens. We have many missionaries there and some commercial establishments. We have nothing in the way of concessions. We have never occupied any territory. Our citizens are being concentrated in ports where we can protect them and remove them.

"It is solely for this purpose that our warships and marines are in that territory.

"While this process was going on the unfortunate incident arose at Nanking. One of our citizens was murdered, another was wounded, our consulate was violated, and when the house in which our people had taken refuge was surrounded and they were actually under fire it became necessary for one of our ships, and one of the British ships in the harbor, to lay down a barrage, to drive away the soldiers and the mob who were making the attack and to enable our citizens to reach a place of safety on our ships in the river.

"We presented with the other powers who had suffered like attacks identic notes of protest, to which a reply has been made, which although conciliatory in tone and to a certain degree responsive, leaves the final disposition of the issue a matter for further consideration by our government.

"Weeks ago we saw this situation developing and sent a suggestion to the contending factions that they exclude the foreign quarters of the city of Shanghai from the area of military operations. This they failed to do, making the dispatch of our forces necessary. In a public statement issued by our Secretary of State on the 27th of January we indicated that we were ready to negotiate a treaty giving China complete tariff autonomy and to negotiate the release of extraterritorial rights as soon as China is prepared to give protection to American citizens and their property. The friendship of America for China has become proverbial. We feel for her the deepest symphathy in these times of her distress. We have no disposition to do otherwise than to assist and encourage every legitimate aspiration for freedom, for unity, for the cultivation of a national spirit, and the realization of a republican form of government. In the turmoil and strife of the present time we realize fully that forces may be let loose temporarily beyond their power to control, which may do injury to American nationals. It is to guard against that eventuality that our forces are in Chinese waters and to do what China itself would do if peace prevailed. We do not wish to pursue any course of aggression against the Chinese people. We are there to prevent aggression against our people by any of their disorderly elements. Ultimately the turmoil will quiet down and some form of authority will emerge, which will no doubt be prepared to make adequate settlement for any wrongs we have suffered. We shall of course maintain the dignity of our government and insist upon proper respect being extended to our authority. But our actions will at all times be those of a friend solicitous for the well-being of the Chinese people.

"The recent period has brought America into a new position in the world. We shall have to bear the inevitable criticisms and try to discharge the inevitable obligations which arise from this condition. Because some others have pursued that course, it may be feared that we shall embark upon a program of military aggrandizement. Such, however, is not the spirit of the American people. If, even where our national interests and the protection of the rights of our citizens are involved, we attempt to assist in composing difficulties and supporting international law, we must expect to be charged with imperialistic motives. In our international intercourse we must hold ourselves up to high standards of justice and equity.

"We should be slow to take offense and quick to grant redress.

"The world knows that the whole genius of America always calls it to the support of the universal rights of humanity.

"The civilization of the world has been

(*Continued on page* 73)



IONIC No. 5

The Type That Is Kind to the Eyes

Eye Specialists Approve It—Hundreds of oculists and optometrists have endorsed Ionic No. 5 as a type that reduces eyestrain.

Readers Prefer It—Readers of The Chicago Daily News voted for Ionic No. 5 by a majority of more than ten to one.

Publishers Like It—Because it gives them a more readable paper, a cleaner-looking paper, less stereotyping and press-room trouble and the same or a better word count.

250 Newspapers Now Using It—Papers in all parts of the country from the largest Metropolitan daily to the smallest country weekly.

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

319.40

LINOTYPED IN THE CLOISTER FAMILY AND NARCISS EXCEPT LARGE TITLE LINE

Mrs. W. E. Coleman,
Springfield, Ill.

"Thank you for the large type you are using now. It sure is a treat for my eyes. I have read The Daily News for forty years."

Dr. Laura Lane Lingelbach,
Philadelphia, Pa.—*Member of the Philadelphia Board of Public Education.*

"It possesses two distinct features: First, its practicability; second, its artistic appearance. From the practical point it offers a more restful and more readable type than has been given the public in its newspapers before and will make the reading of newspapers a practice in which all are engaged a real pleasure. From the artistic point of view it adds much to the general appearance of the newspaper, increasing its appeal."

Ralph E. Power,
6 North Michigan Ave., Chicago, Ill.—*Artist and Typographer.*

"The 'new dress' not only makes The Daily News easier to read but it adds dignity and impressiveness to the appearance."

Dr. Brown W. Randel,
El Paso, Texas—*Oculist.*

"I have noticed articles in medical journals about the new Ionic type. There is no question about it being easier to read and much more desirable. It is similar to Snellen's test type used by oculists for years in making examinations for glasses."

R. L. Thornton,
902 Wrightwood Ave., Chicago, Ill.

"You have made a wonderful improvement by using the new type and deserve the thanks of every one of your myriad of readers."

Frederick A. Ebersold,
160 Yale Ave., River Forest, Ill.

"I have been a reader of The Daily News since the first issue, when I was a schoolboy at the old Jones school, and have always been one of its ardent admirers. Your change of type a few days ago is a great step in advance and pleases me immensely as I can read it easily now without eyestrain that comes when one grows older."

Mrs. Joseph O. Miller,
33 North Stone Ave., La Grange, Ill.

"Your new print is wonderful for my eyes. I have enjoyed The Daily News for forty-two years."

Dr. P. J. H. Farrell,
Chicago, Ill.—*Chief Eye Surgeon for A.E.F. during World War.*

"It is a relief to the eyes. A newspaper using this type can be read in much more comfort, with less strain on the eyes. It is not necessary to squint to make out the words and hence it is natural and easier for the eyes."

Clyde O. Williams,
6338 Ellis Ave., Chicago, Ill.

"It was a pleasure to read The Daily News this evening, the type being more easily read. Thanks for making the change of type that is more readable. I have been a reader of The Daily News for thirty years."

Dr. R. V. Russell,
New Orleans, La.—*Physician.*

"Small print demands perfect eyesight. The majority of people have defective eyesight, therefore the larger print is a great improvement. We use the newspaper in our eye tests for the majority of our patients because they cannot read their paper. Their eyes are just a bit below normal and they will be able to read your paper printed in this type."

Dr. J. E. Boswell,
Greenville, Texas—*Optometrist.*

"Newspaper type that stands out such as that now being used in The Journal will prove a benefit to the general public. I have noticed that there are certain types which are very straining to the eyes. When reading The Journal, which has taken a bold step in the use of the new type, it is easy to determine the difference between the new type and the old as there is no irritating feeling left when the paper has been read."

P. C. Harris,
136 N. High St., Columbus, Ohio.

"I find that in using the new type it makes it much easier for people to read and consequently it is easier on the eyes, particularly for people over forty. Even those with normal vision find reading the new type less of a strain. In this day and age when the eye is called upon to do so much more than the eye of the prehistoric person, every little relief given the eye means more in reserve for future years."



IONIC No. 5
SAVES EYESIGHT

TRADE **LINOTYPE** MARK

C. N. McDonnell,
Columbus, Ohio—*Former President of the American Optical Association.*

"The new type is a very decided improvement, particularly to people over forty years of age, whose eyesight is beginning to fail, it is a boon."

W. F. Savage,
46 E. Long St., Columbus, Ohio—*Manager, Franklin Optical Company.*

"I noticed the change in type instantly and after interviewing several friends found all emphatic in praise—except one lady, who claimed the type too clear. Testing it under three lamps at different angles, I found that the type was much clearer and easier to read than the old type."

Mrs. J. H. Troutman,
Shirley-Savoy Hotel, Denver, Colo.

"Permit me to offer my sincerest congratulations to the News for the new type used in its pages. When I picked up the paper the improvement was so noticeable as to be almost startling. The improved type surely must be of great benefit to the eyes of the News' readers."

Mathew Dudgeon,
Milwaukee, Wis.—*Public Librarian.*

"As one who is interested in more reading for every one, the great improvement in the legibility of The Journal type is a pleasing thing. The new type is easily read and, if possible, gives The Journal more personality."

J. L. Gregg,
Milford, Ind.

"I am 88 years old and am glad for a type I can see. I am certainly in favor of the new Ionic type."

Jay G. Tripp,
82 N. High St., Columbus, Ohio.

"The new type is bound to give much more reading comfort to the public and cause less eyestrain."

Gen. Abel Davis,
Chicago, Ill.—*Vice President, Chicago Title and Trust Company.*

"I have been reading The News for more than twenty years and I can tell you that I am happy over this latest improvement. I must confess that the old type was difficult to read. Thanks for making it easier."

Dr. David C. Williams,
New Orleans, La.—*Optician.*

"It is very readable. It is a great improvement, makes a neat appearance, and I am sure the readers will appreciate it. It is a great thing for the middle-aged folk whose eyesight is failing a bit; they will now be able to read their newspapers."

Dr. Georgie H. Jones,
Greenville, Texas—*Optometrist.*

"The new type is a great improvement over the old, being much cleaner and easier to read. The news is presented more clearly and boldly and will prove beneficial to public eyesight."

Dr. Paul M. Paine,
Syracuse, N. Y.—*Librarian of the Syracuse Public Library.*

"I was struck at once by the extraordinary legibility and beauty of the type. Papers in the old days were terrible so far as their type was concerned. As the years have gone by The Post-Standard improved until now, today, it certainly represents what remarkable progress has been made, in its new dress of type."

A. W. Magnuson,
5 N. High St., Columbus, Ohio—*Harr Company.*

"The new type seems much easier t read because it stands out better."

Rt. Rev. Dr. Warren L. Rogers,
Syracuse, N. Y.—*Bishop Coadjutor of Ohi*

"At breakfast I read The Post-Stand ard, and I admired the type very muc even before I read the announcemer that it was being introduced in th issue of the paper. The Mergenthal Company has scored with the Ion type, and I congratulate The Pos Standard upon its introduction. I a sure the proofreaders will be as we pleased as the subscribers."

Rev. Dr. Henry E. Hadley,
Syracuse, N. Y.—*Rector St. Paul's Churc*

"It is immense. I was greatly please with the new dress of The Post-Stand ard this morning. The Ionic type wi be appreciated by young and old, an will add greatly to the pleasure reading as well as in appearance."

Frederick E. Norton,
Syracuse, N. Y.—*Secretary, Chamber Commerce.*

"The new style of type used for th first time this morning by The Pos Standard impresses the reader at onc by the ease with which the eyes fol low the lines. It adds to the appear ance of the paper as well as makin it even more attractive to read."

John M. Cooney,
Notre Dame, Ind.—*Dean of the School Journalism, Notre Dame University.*

"The new Ionic type is easily read an it seems to rest the eyes. I took a cen sus of opinion in one of my journal ism classes and in a class of thirt favor for Ionic was unanimous."

James P. O'Donnell,
Syracuse, N. Y.—*Secretary of the Grad Crossing Commission.*

"I noticed it as soon as I started t read The Post-Standard this morn ing. The type seems thicker an broader. It is easier to read, and i an improvement."

Wesley W. Rasey,
Syracuse, N. Y.—*United States Commis sioner.*

"I enjoyed the news columns of Th Post-Standard in the new dress o type immensely. It makes far mor simplified reading."

Richard Kelly,
Syracuse, N. Y.—*Chief Narcotic Inspecto in the Syracuse District.*

"The new type is a great improvemen for the paper, a pleasant relief to th readers."

Chas. F. Bassett,
Richmond, Mo.—*Richmond Missourian.*

"Personally, with many years of ex perience, I think the Ionic is the bes readable type that I have ever seen.

James J. Crowley,
Syracuse, N. Y.—*Assistant United Stat District Attorney.*

"A great idea has been developed b The Post-Standard, an idea tha eventually will become a treat to it readers."

Edward H. Goodrich,
Syracuse, N. Y.—*Assistant to Federal Di trict Attorney Burden.*

"I am glad to see that The Pos Standard has introduced the featur of new type because I always foun much pleasure in reading the variou papers outside of the city which hav been using it."

Dr. James M. Britton,
El Paso, Texas—*Oculist.*

"The new type is more comfortable t my eyes. It looks good to me. It cleaner cut under the magnifyin glass than the old type."

The text of this folder is 5½ Point Ionic No. 5 with Italic and Small Caps and 7 Point Ionic No. 5 with Bold Face No. 2

Dr. F. P. Schuster,
El Paso, Texas—*Oculist.*

"At first I thought the Post was using vhiter and better paper. It certainly s a noticeable improvement. Newsıaper print generally is hard to read or two reasons; first, because of its rayness; second, because of lack of olor saturation in the letters. Anyhing that will saturate color and nake the outline more distinct, as this ype does, certainly is more legible nd easier to read."

Dr. James Vandevere,
El Paso, Texas—*Oculist.*

I noticed that the new Ionic carries much heavier color without the ıuddy effect which is so noticeable ı other type. Undoubtedly, there is ess strain on the eyes in reading the ew type than in reading the old. nything that can be done to make ewspaper print more legible is cerainly a thing to be commended."

. C. Cauble,
Mishawaka, Ind.—*Principal, Mishawaka High School.*

would certainly vote for the new nic type. I read the articles in the vo styles of type and compared them ry carefully yesterday and the Ionic certainly much plainer. I believe it ill be a very great help to any one ho may have any difficulty in readg easily. At the same time it is a tter looking type than the old style."

r. S. R. Edwards,
South Bend, Ind.

think the change is very good. The nic type has a soothing effect on the es. Being heavier and cleaner, it akes it more possible for normal foısing. I hope the same type might seriously considered by all newspers. It is a step in the correction all eye defects, as newspapers reach me to a bigger percentage of peoe than any other form of printed atter."

eo. W. Comparet,
Phoenix, Ariz.—*Editor, The Arizona Gazette.*

We find that the Ionic type face is ry acceptable to our readers and at the operators find it much easier set, requiring less hand spacing an the old 8 point we were using."

yde S. Reed,
08 S. High St., Columbus, Ohio.

The new type is much easier on the es. It is clearer and shows a greater ntrast."

iss Katherine M. Butcher,
yracuse, N. Y.—*Former City Missionary.*

have read your paper every day for years, even having it follow me ıen I have gone on a vacation, and or one wish to thank you for the improvement resulting from the option of the new type. After readthe paper this morning, the first e with Ionic, I noticed my eyes were nearly as tired as they usually are er reading the paper through. ain we say 'Good for The Postndard, our fine morning paper.'"

M. Brodock,
yracuse, N. Y.—*City Passenger Agent, Consolidated Ticket Office.*

always admire and enjoy The Postndard, and the introduction of the w Ionic type is a progressive step."

orge F. Zook,
cron, Ohio—*President, Akron University.*

is a wonderful thing for your read-. I find it much easier to read. It a great thing when a newspaper nsiders the welfare of its readers' es. I believe the page appears much s confusing when I select an item read."

John Metz,
Syracuse, N. Y.—*Registrar of the Bureau of Vital Statistics.*

"It is plain. Some papers have too small a type. I really don't see how elderly people, with eyes growing dim, can read them."

Charles S. Coombs,
Syracuse, N. Y.—*Chief of Fire Department.*

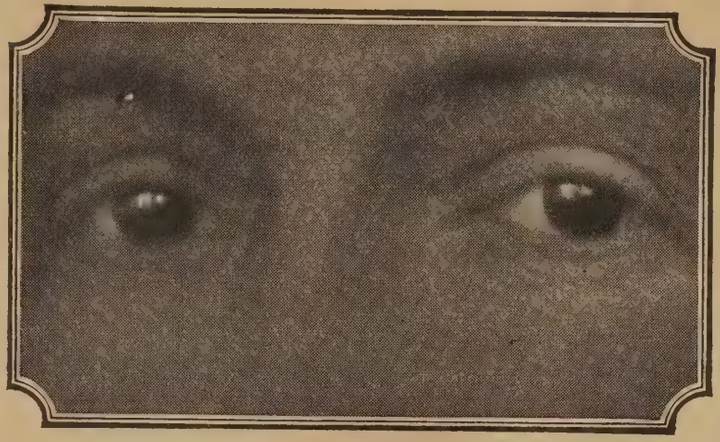
"The new type is darker, bigger, brighter and easier to read, and that is what people want. The easier it is to read the better."

Mrs. Alexander E. Oberlander,
Syracuse, N. Y.—*President of Syracuse Federation of Women's Clubs.*

"The Post-Standard's new type is extremely clear and very good-looking. I noticed yesterday morning how clean and attractive the print appeared."

Eugene M. Stevens,
Chicago, Ill.—*President, Illinois Merchant Trust Company.*

"The new type makes the paper much easier to read. There is less strain on the eyes."



IONIC No. 5
SAVES SPACE

TRADE **LINOTYPE** MARK

George McCord,
Akron, Ohio—*Superintendent of Schools.*

"It rests my eyes to read it. The page seems so much cleaner. There is no confusion with the new type. By comparing the page of Monday's paper in the new type with the page of last Saturday's edition in the old type, there seemed to be a confusion of vision in reading the columns of the Saturday edition. I do not know what it is, but the sense of so many columns of reading matter presented on the same page is gone. Each story stands out distinct and alone. I am sure it will be a great help to the news reading people of Akron. It makes it a greater pleasure to read the stories in the new type. It will be beneficial to both children and adults to read the paper printed in the new type."

Harry A. Appel,
Milwaukee, Wis.—*Editor and Publisher of the National Printer-Journalist.*

"The change in the face of the body type will have the advantage of making the paper more readable. The type itself is slightly bolder and appears somewhat heavier, but still maintains the outline of cleanness and neatness so long maintained by the Journal. I am confident your readers will appreciate the change."

Christopher C. Bradley, Jr.,
Syracuse, N. Y.—*Commissioner of Public Safety and President-Treasurer of C. C. Bradley & Son, Inc.*

"It is fine, bright and clear and does not blur. I like it."

Miss M. Louise Hawksworth,
Syracuse, N. Y.—*Executive of the Americanization League.*

"I like the new type immensely. It is a decided improvement over the old."

Charles B. Johnson,
Syracuse, N. Y.—*Record Clerk, City Clerk's Office.*

"The new type is better, brighter, clearer and easier to read. I like it much better."

Mrs. Lieber E. Whittic,
Syracuse, N. Y.—*President of Syracuse Branch, National Woman's Party.*

"The new lines are especially clear and easy to read, and the type leaves plenty of white space."

Frederick V. Bruns,
Syracuse, N. Y.—*Insurance, Bruns, Allis & Munns, Inc.*

"I think it is a wonderful improvement. It is something new and particularly restful, especially for the fellow who reads the paper at the breakfast table. The Post-Standard is to be commended on the change."

Charles F. Bower,
Philadelphia, Pa.

"The new type is easier on the eyes and not half as fatiguing as the style it supersedes. I am past eighty-two now and my eyesight is not as good as it used to be, so I am thankful for the new type dress. It enables me to read without feeling any strain on my eyes. I find the new type can be read with ease. It also reduces strain and fatigue and adds materially to the pleasure of reading. In fact, it invites reading. Its even tone is restful to the eyes but not monotonous."

F. W. Hanton,
Griswold, Iowa—*The Griswold American.*

"The new Ionic arrived and we have it working every day. Delighted with it, as it gives The American a much neater appearance. Have had several people come and tell us they are delighted with the change."

Miss Frieda F. Gates,
Syracuse, N. Y.—*Secretary to Dr. Paine.*

"I noted the change at first glance at today's issue. It is fine. It is easy to read, as easy to read as a book."

Chief Justice Lindsay,
of Criminal Court—Chicago, Ill.

"The Daily News has made a big improvement over the old type. The whole paper is much easier to read."

Eugene Kelly,
Sioux City, Iowa—*Manager, The Sioux City Tribune.*

"It is being wonderfully received with compliments from all sides."

W. C. Jarnagin,
Storm Lake, Iowa—*Publisher, Storm Lake Pilot-Tribune.*

"We have received the new 7 point Ionic mats. They seem to me to solve a problem that has puzzled me since we changed to a 12 em column some months ago. Our previous mats were too fat for a column so narrow. The 7 point enables us to get more words in the line and at the same time seemingly enlarge the letters. I am sure that our readers will be even more pleased with this new face than will we."

Geo. P. Collins,
Carrington, N. D.—*The Foster County Independent.*

"We are wonderfully pleased with this type face and when we started its use several months ago our readers were quick to notice its exceptional readability."

DeLos E. Brandon,
Sheridan, Wyo.—*Sheridan Journal.*

"Without question the finest, clearest, most easily read type-face ever designed, we join your noted company in a just pride for a real boon to the printing trade and readers at large. We are proud of the new face, and we receive no end of compliments from readers each day."

Edward A. Evans,
Oklahoma City, Okla.—*Editor, The Oklahoma News.*

"We have been very much pleased with the 6½ point Ionic which we are using for the body of the paper, and with the 5½ point Ionic in which we are setting our classified pages. The News was the first Scripps-Howard paper to adopt the Ionic face. Since then, upon my recommendation to Mr. G. B. Parker, general editorial director of the Scripps-Howard Newspapers, it also has been adopted by The Denver Evening News, The Rocky Mountain News, The New York Telegram, The Houston Press and The El Paso Post. The News also was the first daily in Oklahoma to use this type, but several others have now taken it up. I am attaching statements from four Oklahoma City optometrists which may be of interest to you. In addition, we have received letters from a great many News readers, speaking highly of the Ionic type."

J. S. Perry,
Arlington, Tex.—*Arlington Journal*

"You may be assured that Ionic 7 point as used in the past three issues of our paper has made an instant 'hit' with each and every reader. You would be surprised to know how many of our friends have called and complimented the new appearance of our paper. To say that Ionic works wonders and breaks up the monotony of a paper is putting it mildly. **Regenerates** means to make anew, and that is what it does. You could better appreciate what it has done for us if you could see one of our old copies. Accept our thanks, and shake the hand for us of the designer of this new, beautiful, symmetrical creation."

The text of this folder is 5½ Point Ionic No. 5 with Italic and Small Caps and 7 Point Ionic No. 5 with Bold Face No. 2

Charles L. Baum,
Portland, Ore.—*Promotion Office, Oregon Journal.*

"The writer has already heard quite a number of favorable comments on the new type and feels sure that The Journal organization is greatly satisfied with the change."

H. E. Vilwock,
Colville, Wash.—*Manager, The Statesman-Index Company.*

"The more we use this face the better we like it."

E. W. Wilson,
Prince Rupert, B. C.—*The Daily News.*

"We are very well pleased with the change we made. There is no comparison between the Ionic and the former Antique. We are thoroughly well pleased."

S. W. Thompson,
Dillaye Building, Syracuse, N. Y.—*Optometrist.*

"I noticed the improvement immediately. The new type is more easily read and restful to the eyes. From the standpoint of an optometrist, I believe it is a marked advance."

Chief Justice Olson,
of Municipal Court—Chicago, Ill.

"You followed my wishes in changing the type because I was one of those who filled out one of the ballots and voted for the change. I could see that it was going to be an improvement but I didn't realize that the change would make the paper as easy to read as it has."

I. E. White,
22 E. Gay St., Columbus, Ohio.

"I like the new type better. It catches the eye quicker. The sharper contrast between the paper and ink makes it more readable."

Dr. J. R. McCrary,
Oklahoma City, Okla.

"I do not know just what it is about the type, but it is easier to read, hence is easier on the eyes. It apparently is more bold or stands out on the printed page more than the ordinary type. I called attention of several of my patients to it, and they noticed the difference."

Mayor Dever,
Chicago, Ill.

"At my age the eyes aren't what they once were, but this new type is going to make it easier for me to read The Daily News than it has been for a long time. I like it and I am glad that the change was made."

Dr. David W. Stevenson,
Akron, Ohio—*Eye Specialist.*

"I think it is much easier to read. The type is clearer, stands out prominently and is more attractive. I like it and it should prove to be for the general welfare of readers' eyes."

Dr. W. S. Farmer,
Oklahoma City, Okla.

"I noticed it right away. I compared it with the old type and studied it from every angle. I am convinced it is easier to read and more restful to the optical nerves. Newspapers can do more than any other agency to improve general eyesight."

Mrs. L. A. Soderstrom,
1115 Hill Ave., Sioux City, Iowa—*Graduate Nurse (Eye Specialist's Assistant).*

"I think it is quite an improvement. It makes reading lots easier."

Dr. J. D. Batson,
Oklahoma City, Okla.

"I congratulate The News most heartily on its typographical improvement and upon its effort toward eyesight conservation. Before I knew that The News had adopted the new type, I read about the type in the Literary Digest. The News is to be commended for its progressiveness."

Dr. T. N. Batten,
Oklahoma City, Okla.

"Type should be as near the same proportions each way as possible. That is, it should be as wide as it is tall, for then the eye gets the proper slant. It should also stand out in contrast to the paper it is printed on. Your improvement along this line is to be commended."

Dr. L. W. Brock,
Greenville, S. C.—*Hale's Jewelry Store.*

"The new type will help people with glasses as well as those without them. It is an important improvement."



IONIC No. 5

EVERY ONE LIKES IT

TRADE **LINOTYPE** MARK

Dr. A. A. Odom,
Greenville, S. C.—*Odom-Schade, Optometrists.*

"Both The News and the public will gain from this improvement because there is no question that the new type is far better for the eyesight. It is a far-sighted service the paper is rendering to its public, the most far-sighted step any newspaper in this section has taken. Optometrists whose business it is to hear the complaints of people with tired, strained eyes realize that in this new day when burdens are added to the eyes the usefulness of old-fashioned, small newspaper type is a thing of the past; conditions call for clear type, easy to read, and the new type The News is using meets these requirements."

W. H. Marsh,
Riverside, Calif.—*Business Manager, The Riverside Enterprise.*

"The use of Ionic was a source of much gratification to the owners of the paper and we were the recipients of many congratulatory statements from the reading public as a result. The type is certainly a wonderful improvement over that previously used."

Dr. Paul J. Pontius,
Philadelphia, Pa.—*Oculist.*

"This new type is simply marvellous. I consider the use of this new type as one of the most marked advancements made in the printing of newspapers for many years. Here is a type that can be read with ease, which reduces the eyestrain, relieves fatigue and adds materially to the pleasure of reading."

Dr. Robert A. Brown,
Greenville, S. C.—*President of the State Optometrists' Association.*

"It is a wonderful forward stride. The present artificial mode of living makes it imperative that everything possible be done to facilitate easy vision. I knew of the new and improved type through our optometrists' professional journals before I saw that The News planned to adopt it and I was glad to see the change made because I knew it meant relief for thousands of eyes. People have eyestrain in reading newspapers and this new type should go a long way in benefiting many people."

James M. Thomson,
New Orleans, La.—*Publisher, Morning Tribune; New Orleans Item; The Item-Tribune.*

"We are very favorably impressed with the type and have received a very favorable reaction from the public. The experiments of the Mergenthaler Linotype Company in the direction of producing a more legible type face which would relieve eyestrain without sacrificing space, are to be highly commended. The leading optometrists of New Orleans commented favorably on this type."

A. N. Damon,
Los Angeles, Calif.—*Foreman Composing Room, Los Angeles Times.*

"We have received many compliments on our new 6½ point Ionic dress. Set on a 7 point slug it is much easier to read and more restful to the eye than was the old 7 point dress. In setting it requires so little hand spacing that the operators' strings have increased over 5% since the change."

Dr. G. C. Gore,
Greenville, S. C.—*Secretary-Treasurer of the State Board of Examiners of Opticians and Optometrists.*

"Larger type is an important need of the day and the new type of the Greenville News fills this need. There can be no question that it is much better for the eyes."

Beach & Nichols,
Whitehall, Wis.—*The Whitehall Times.*

"The 6½ point Ionic No. 5 with Italic is indispensable in our office. We use the Ionic for all legal publications and it also saves much hand setting in job work. The combination with Italic is very satisfactory to us and we are making good use of the series daily. If our present series should be destroyed we immediately would order another series of Ionic No. 5 with Italic."

E. H. Mack,
Sandusky, Ohio—*The Sandusky Register.*

"We adopted the 6½ point Ionic after going into the matter very thoroughly for the following reasons—first, it was more legible than the face we had been using. Second, the half point of white space between each line provided relief for the reader's eye. Third, it is a decided space saver and an economy in that we are gaining sufficient letters to the line over what we had been using before to average practically two columns a day additional matter for our readers and for our advertisers without additional operating cost. Since putting in a new type dress we have been comparing The Register very carefully with other papers, both large and small, for legibility and I would not trade the 6½ point Ionic for any other face on the market under an 8 point; and 8 point is out of the question with us because of the additional space in pages that would be necessitated in our make-up."

Dr. John M. Foster,
Denver, Colo.—*Eye Specialist.*

"The new type is a very great improvement and I was greatly interested when I saw the first copy of The News this morning presenting its news clearly and boldly. It can be read with perfect ease under an ordinary light."

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

The text of this folder is 5½ Point Ionic No. 5 with Italic and Small Caps and 7 Point Ionic No. 5 with Bold Face No. 2

PRESIDENT COOLIDGE AT U. P. DINNER

(Continued from page 68)

accomplished by the acceptance and general observance of definite rules of human conduct. Our duty demands that it be clearly understood at home and abroad that we are unwavering in our faith in those principles. Those who violate them can not hope for our approbation. Our attitude toward all nations is one of friendship and good will. Toward those who are yet struggling to improve the conditions of their people and achieve a larger liberty, it is especially one of forbearance. We support the demands of right and justice, but we are equally solicitous to observe the requirements of mercy and compassion. In the attempt of your government to meet these great obligations by which alone an enlightened civilized society can be maintained, a united America must constantly respond with service and sacrifice."

At the speakers' table were: Marcellus E. Foster, *Houston Press;* A. E. Braun, *Pittsburgh Post & Sun;* Lucius R. Eastman, president, Merchants' Association of New York; Lincoln B. Palmer, general manager, American Newspaper Publishers Association; Gen. C. B. Blethen, publisher, *Seattle Daily Times.*

Henry J. Allen, publisher, *Wichita Beacon;* R. F. R. Huntsman, publisher, *Brooklyn Standard-Union;* John L. Stewart, president, Pennsylvania State Press Association; Gerard Swope, president, General Electric Company; Count Ernest Pereira Carneiro, publisher, *Journal do Brasil,* Rio de Janeiro.

James Wright Brown, publisher, EDITOR & PUBLISHER; Sir Thomas Lipton; David S. Houston, vice-president, American Telephone & Telegraph Company; Walter S. Dickey, publisher, *Kansas City Journal-Post;* Frank E. Gannett, president, New York State Publishers' Association.

Gen. James G. Harbord, chairman of the board, Radio Corporation of America; Philip L. Jackson, publisher, *Oregon Journal,* Portland, Ore.; Merlin Hall Aylesworth, president, National Broadcasting Company; Percy H. Johnston, president, Chemical National Bank; Will H. Hays.

Roy W. Howard; The President of the United States; Karl A. Bickel; Irvin S. Cobb; William W. Hawkins, general business director, Scripps-Howard Newspapers.

Ralph Pulitzer, editor, *New York World;* John L. Merrill, president, All-American Cables, Inc.; Elzey Roberts, publisher, *St. Louis Star;* Newcomb Carlton, president, Western Union Telegraph Company; Francis H. Sisson, vice-president, Guaranty Trust Company.

George B. Parker, general editorial executive, Scripps-Howard Newspapers; Kent Cooper, general manager, the Associated Press; James Kerney, publisher, *Trenton Times;* Fred S. Ferguson, president, N. E .A. Service, Inc.; B. W. Fleisher, *Japan Advertiser.*

Bernarr Macfadden, publisher, *New York Evening Graphic;* George V. McLaughlin, executive vice-president, Postal Telegraph Company; John N. Harmon, editor, *Brooklyn Times;* Charles C. Green, president, Advertising Club of New York; Darwin P. Kingsley, president, New York Life Insurance Company.

Gen. Merch B. Stewart, superintendent, United States Military Academy; Hilton U. Brown, *Indianapolis News;* Ray Long, *Cosmopolitan Magazine;* W. W. Atterbury, president, Pennsylvania Railroad; Charles F. Crandall, president. British United Press, Ltd.; Edward T. Clark, acting secretary to the President.

The guest list follows:

(A)—Willis J. Abbott, Carl W. Ackerman, George H. Adams H. S. Adams, Philip D. Adler, E. F. Albee, Lloyd Allen, Chester A. Aldrich, James R. Allen, K. F. Altio, Harry W. Amos, W. H. Anderson, Roland F. Andrews, Howard Angus, Joseph H. Appel, A. Arbib-Costa, Harry M. Archer, Perry Arnold, Theodore Arter, Jr., Albert B. Ashforth, A. F. Assal Bey, Charles W. Atwater, Chellis A. Austin, Clarence Axman, Geo. F. Authier.

(B)—Earl D. Babst, Hugh Baillie, Prentiss Bailey, Warren Worth Bailey, John Bakeless, A. W. Barmby, Julius H. Barnes, Jack Barnhart, J. D. Barnum, F. H. Bartholomew, Bruce Barton, Georg Bartleme, Luigi Barzini, Warren Bassett, Austin C. Batdorff, John H. Bauman, E. W. Beattie, Jerome Beatty, William Preston Beazell, J. T. Beckwith, Neal Dow Becker, Thomas Beck, Ward B. Belknap, Robert J. Bender, R. E. Bennett, Victor Berger, Richard E. Berlin, C. D. Bertolet, George B. Bickelhaupt, Judge Robert W. Bingham, E. R. Birmingham, Frank LeRoy Blanchard, Bruce Bliven, Paul Block, Christie R. Bohnsack, Ruggiero Bolino, C. M. Bomberger, R. Boone, Willis H. Booth, James B. Borland, A. Bornefeld, Theodore Bosshard, Ernest Bourdin, J. Bourgeois, M. F. Bourjaily, John McE. Bowman, Donald C. Brace, J. C. Brady, Peter J. Brady, A. E. Braun, William C. Breed, J. F. Bresnahan, Basil Brewer, William H. Briggs, Horace L. Brightman, David F. Brittle, Harold Brooks, Sevellon Brown, W. J. Brown, Capt. Wilson Brown, W. B. Bryant, Gene Buck, Percy S. Bullen, W. F. Bullock, E. P. Bulman, Frank R. Burd, E. G. Burkam, E. M. Burke, Hugh Burke, J. P. Burke, Whit Burnett, W. Sherman Burns, Gordon Bush, Harold Butcher, Edward H. Butler, Walker S. Buell, Clyde Byers.

(C)—Charles Campbell, Jose Camprubi, Hon. Arthur Capper, Joseph S. Carreau, Dan A. Carroll, David G. Casem, Harry A. Casey, Floyd Chalfant, J. D. Chamberlain, F. R. Champion, W. G. Chandler, Ziang Ling Chang, C. F. Chapman, John B. Chapple, William L. Chenery, S. A. Cheney, J. Y. Chidester, Howard L. Christman, Raymond Clapper, Sidney J. Clarke, A. E. Clayden, Gilbert M. Clayton, J. D. Coates, Negley D. Cochrane, Gene Cohn, Harry Cohn, Chas. H. Congdon, Thomas E. Conklin, D. H. Conkling, Nelson E. Conine, Jack Connolly, E. E. Cook, Richard E. Coon, Jr., S. R. Coons, E. D. Corson, Dr. Couval, William C. Courtney, Jos. Cowan, John Cowles, Fred L. Crane, Lindsay Crawford, Herbert Crowly, Merle Crowell, Paul C. Crowell, E. H. Cullings, Julian W. Curtiss, J. Bart Campbell, R. F. Collins.

(D)—Leigh Danenberg, W. O. Dapping, Howard Davis, Robert H. Davis, W. W. Davies, James W. Dean, Ludwell Denny, Robert E. Delaplaine, E. C. Derr, James Devine, Thomas Dewart, H. A. DeMasi, Sir Hugh Denison, E. D. DeWitt, Urban Dice, Carl C. Dickey, W. Laurence Dickey, Philip Dodd, E. B. Doran, Geo. H. Doran, Sturges Dorrance, W. L. Dotts, William R. Douglass, B. C. Dow, Thomas Dowling, Albert W. Drake, Arthur Draper, G. C. Drescher, George S. Duarte, J. Frank Duffy, Walter I. Duncan, Geo. Durno, William G. Dwight, Rodney F. Dutcher.

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(G)—Edward J. Gallagher, Lewis S. Gannett, Gilson Gardner, H. S. Gardner, Robert Garland, James C. Garrison, Louis F. Gautier, Thomas W. Gerber, Emile A. Gauvreau, Frank Getty, Kenneth Gilmore, A. J. Gillespie, Bernard F. Gimbel, Herbert B. Glover, V. Giordana, Louis Giovanola, John M. Gleissner, John L. Golden, William Goldman, H. J. Grant, W. T. Grant, H. H. Gray, Alfred H. Grebe, Dr. S. Gruszka, William Griffin, Carl D. Groat, Charles F. Groves, Simon Guggenheim, Raymond M. Gunnison, Aubrey A. Graves, William V. Griffin, Burt P. Garnett, Mark L. Goodwin.

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(I)—H. E. Ingley, Rodney R. Iredell, Will Irwin.

(J)—Harold D. Jacobs, Harold E. Johnson, Harold B. Johnson, Robert L. Johnson, Harry Johnston, G. Wilfred Johnstone, Nathan S. Jonas, Guy Jones, Jesse T. Jones, Lester L. Jones, Joseph L. Jones, Ralph M. Jones, Verne E. Joy, William B. Joyce, L. E. Judd, Morton F. Judd.

(K)—Arthur G. Kaster, Roy C. Kates, Geo. R. Katz, John A. Kautz, F. H. Keefe, Oliver J. Keller, John H. Kelly, A. C. Keifer, Minor C. Keith, Arthur H. Kent, Thomas M. Kennett, J. H. Kirchner, Maurice Ketten, R. Kilbon, Gen. J. Leslie Kincaid, O. A. Kingsbury, Irwin Kirkwood, K. Kitano, Dr. Klee, I. A. Klein, Gardiner Kline, David H. Knott, A. L. Kohnfelder, Alexander Konta, Walter W. Krebs, Alvin W. Krech, Hillier Kriegbaum, L. F. Keemle, William Scripps Kellogg.

(Continued on page 74)

Covering the Syracuse, N. Y. Territory On Sunday

SUNDAY NEWSPAPER CIRCULATION FACTS

The circulation of The Sunday Herald still continues to make a steady, healthy growth. While its present circulation is in excess of 80,000, the figures quoted in the following tables are taken from Publishers' Statements for six-month period ending Sept. 30, 1926, these being the last available statements.

City & Suburban (Circulation in Syracuse and nearby towns)

Sunday **Herald**.....**48,735—64%** of Herald's total circulation

Sunday Post-Standard.**33,631—55%** of Post-Standard's total circulation

Sunday American....**26,472—34%** of Journal's total circulation

In the city of Syracuse and towns immediately adjacent to the city, which territory is defined by the Audit Bureau of circulations as "City & Suburban," The Herald lead over the second paper, the Post-Standard, is **15,104** and The Herald lead over the third paper, the American, is **22,263.**

Country—(Circulation in Territory 40 to 200 miles distant of Syracuse)

Sunday Herald.....**27,582—36%** of total circulation

Sunday Post-Standard.**27,421—45%** of total circulation

Sunday American....**51,559—66%** of total circulation

The total Sunday Herald Circulation for six-month period ending March 31st, 1927, was 80,463.

Of this amount more than 70,000 is delivered directly into the homes before breakfast by carrier boy.

SYRACUSE HERALD

National Representatives:

PRUDDEN, KING & PRUDDEN, Inc.

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PRESIDENT COOLIDGE AT U. P. DINNER

(Continued from page 73)

(L)—John T. Lambert, Clifford Langford-Baker, H. B. La Quatte, F. O. Larson, Jesse L. Lasky, S. R. Latshaw, Russell Law, David Lawrence, George W. Lawrence, Philip Le Boutillier, James Melvin Lee, John R. Lehman, Simon Lehr, P. W. Lennen, R. E. Lent, Cecil Lescher, David L'Esperance, Mark A. Leuscher, Leonce Levy, Aryah Lewis, Isaac Lieberman, Dr. Clarence W. Lieb, Julius Lieb, Ray D. Lillibridge, E. K. Lindley, W. B. Lister, Julius Loeb, Chas. R. Long, Jess. E. Long, George Longan, Lee P. Loomis, Arthur Lorsch, Eugene Lorton, Edson S. Lott, Eric H. Louw, William B. Lowe, Adam K. Luke, Eugene Lyon, Arthur B. Lule, I. D. Levy, G. Gould Lincoln, G. W. Lahey, W. F. Lynch.

(Mac-Mc)—Heber MacDonald, Roger W. McAdam, Judge John V. McAvoy, Frank V. McCabe, George Ford McClelland, Charles B. McCabe, Alfred J. McCosker, Jackson McCoy, J. X. McCarthy, James S. McClolloh, Allen McCurdy, A. E. McElfresh, James McDonald, J. L. McGovern, Edward McGrail, John J. McGuirk, James H. McGraw, R. H. McKinney, David J. McLean, Virgil V. McNitt, Patterson McNutt, William Slavens McNutt, Noel S. Macneish, A. G. Macherds.

(M)—Paul R. Mallon, W. B. Manley, Charles P. Manship, James H. March, Lester Markel, C. C. Marquis, George Martin, J. W. T. Mason, Julian S. Mason, E. A. Mathis, Dr. R. A. Mattfeldt, John J. Mead, Sr., John J. Mead, Jr., S. C. Mead, Lowell Mellett, Augosto Merchen Y Cortes, Davis Merwin, Stephen O. Metcalf, Homer H. Metz, C. R. Mickall, Wilson Midgley, S. Midzutani, A. L. Miller, W. P. Milligan, John L. Miller, H. E. Mitchell, J. T. H. Mitchell, E. Walter Mockler, Herbert W. Moloney, James J. Montague, J. Montoux, Joseph A. Moore, L. T. Moore, J. C. Moore, Norman T. Moore, Hal Moore, Geo. D. Morris, Julius Moritzen, William J. Morton, F. R. Moses, Warren Moscow, Robert Mountsier, Penfield Mower, E. K. Moy, T. F. Mulhern, Ralph R. Mulligan, William Mullis, J. C. Muniz, J. Edwin Murphy, Julian S. Myrick, Cyril Morand, Irving H. Meehan, J. P. S. Mahoney, Fred P. Motz, E. A. Mathis.

(N)—National Broadcasting Co. Engineers, Jaroslav Novak, Dr. A. M Nawench, John Edwin Nevin, F. B. Newkirk, H. M. Newman, William R. Newman, New York Herald-Tribune, New York Mirror, New York Evening Post, New York American, New York Journal of Commerce, New York Evening Journal, New York Times (2).

(O)—Alfred S. O'Brien, J. Albert O'Brien, Morgan J. O'Brien, E. A. O'Hara, E. H. O'Hara, George A. Osborn, C. D. Osborne.

(P)—Wm. J. Pape, C. N. Palmer, Dean Palmer, John A. Park, W. J. Parrett, Duke Parry, Jeffrey Parsons, W. J. Pattison, Philip Payne, F. G. Pearce, W. J. Peck, J. Westbrook Pegler, B. B. Peritz, S. A. Perkins, W. H. Pettibone, Marlen E. Pew, F. W. Phelan, Delavan Pierson, Lewis E. Pierson, Amos R. E. Pinchot, A. H. Flatter, Leopold Plaut, D. B. Plum, William E. Plummer, V. C. Poe, H. S. Pollard, Talcott W. Powell, J. B. Powers, Herbert L. Pratt, E. A. Pratt, Frank Presbrey, E. W. Preston, L. C. Prudden, Joseph Fulitzer, Frank Panciatichi, Sir George Paish, A. T. Polyzoides, Paul Patterson.

(Q)—L. U. Quigley, James R. Quirk.

(R)—Henrikas Rabinavicius, Norman W. Ralston, H. H. Ramsay, Clem J. Randau, William H. Rankin, Harry Rascovar, George H. Reichard, Franklin Remington, Arthur Remmel, Stanley Resor, Samuel W. Reyburn, Harry D. Reynolds, Stanley M. Reynolds, M. P. Rice, F. St. J. Richards, George L. ("Tex") Rickard, Victor F. Ridder, C. F. Ridenour, Arthur Robb, Harold M. Robinson, Ralph Roddy, Henry Tait Rodier, Henry W. Rogers, Walter Rogers, H. Wolcott Rogers, Romeo R. Ronconi, Norman Rose, H. W. Ross, A. Rothman, C. A. Rowley, L. T. Russell, Arthur Ryan, John D. Ryan, Wilfred D. Ryan, P. R. Rincones.

(S)—Dr. Henry San, David Sarnoff, Eugene F. Saxton, H. W. Schaefer, John K. R. Schropp, H. M. Schultz, Lincoln Schuster, Philip Schuyler, Stuart S. Schuyler, Walter Scott, (Butler Bros.), Walter Scott, Allen H. Seed, Frank Seaman, J. W. Searles, Ellery Sedgwick, Alfred Segal, Luciano A. N. Servadio, H. W. Sharpe, Frank G. Shattuck, John Shattuck, Albert Shaw, S. C. Shaw, Clarence J. Shearn, William G. Shepherd, C. R. Shipley, Alfred Shriver, Frank B. Shutts, Thomas L. Sidlo, Harry Sifton, Leon Siler, Percy B. Scott, L. Siebert, S. V. Silverthorne, William Philip Simms, Robert E. Simon, Lincoln P. Simonds, E. E. Sinclair, Saul Singer, Arthur J. Sinnott, Munsey Slack, Daniel N. Slep, M. S. Sloan, David E. Smiley, H. Clinton Smith, Hugo Sonnenschein, Courtland Smith, Henry W. Snevily, J. R. Snyder, R. C. Snyder, Meyer Solmson, W. J. Southam, Merritt C. Speidel, Keats Speed, James Speyer, Major E. B. Stahlman, J. F. Stahlman, James G. Stahlman, Solomon Starr, F. A. Stanger, Charles A. Stauffer, Oscar S. Stauffer, Frank W. Stearns, T. H. Steinman, Charles Stelzle, Francis M. Stephenson, J. David Stern, Miles D. Stettenbenz, Max D. Steuer, Edward Ford Stevenson, E. R. Stevenson, E. T. Stevenson, Edwin A. Stillman, Allison Stone, William J. Stitt, Charles Strauss, W. L. Sturtevant, Frederick Sullens, J. D. Sullivan, Col. William D. Swart, Otis P. Swift, Alfred H. Swayne, E. Arthur Sweeny, Herbert Bayard Swope, C. O. Swain, Harry Swartz, Henry Sweinhart.

(T)—Moto Takata, James T. Tatman, Evan Taylor, Frank M. Taylor, Frank W. Taylor, Harry E. Taylor, John H. Tennant, W. Orton Tewson, Ted Thackerey, Barney Thompson, E. T. Tomlinson, Jr., Wm. A. Thompson, Dr. Van Buren Thorne, Merle Thorpe, M. S. Tinsley, C. H. Tobey, James Todd, Wm. H. Todd, Dr. Geo. V. Todorovitch, Roi Tolleson, Frank Tripp, Philip J. Troup Henry C. Turner, Morris D. Tracy, R. H. Turner, M. E. Tracy.

(U)—Samuel Ullman, Universal Service.

(V)—J. H. Vallette, Johnston Vance, A. H. Vandenberg, John W. Vandercook, C. T. Vanderslice, Dale Van Every, Emory C. Van Loan, Eugene C. Van Wyk, Oswald Garrison Villard.

(W)—C. D. Wagoner, Paul Wakefield, Richard H. Waldo, Fred A. Walker, Elmer Walzer, Harry H. Watson, Thos. J. Watson, Martin H. Weyrauch, Richard M. H. Wharton, H. F. Wheeler, John N. Wheeler, Paul W. White, Frederic William Wile, Louis Wiley, W. R. Willcox, A. J. Wilhelm, A. Wyn Williams, F. Douglas Williams, T. R. Williams, Glenn S. Williamson, Simeon R. Winch, B. Winchell, W. A. Winterbottom, C. E. Woodbridge, William H. Woodin, William S. Woods, M. J. Woodworth, H. E. Woolever, Lyle C. Wilson, Maj. Sherburne Whipple, Albert E. Wiggam, F. O. Watts, Harry D. Wright.

(X)—Edmund Xavier.

(Y)—G. R. de Ycaza, Kenneth Youell, Dwight Young, John R. Young, J. Russell Young, Samuel Youngheart.

(Z)—Dr. Laureano Zelaya, Alberto Zalamea.

PRESIDENT OF BRITISH U. P. IN NEW YORK

C. F. Crandall Tells Formation of His Company—Was Formerly Editor of Montreal Daily Star

C. F. Crandall, of Montreal, president of the British United Press, a news agency allied with the United Press Associations, and holding the exclusive rights to its news service throughout the British Empire, was in New York this week. His company, representing a new departure in world news distribution, is only four years old, but it already covers Canada and supplies the newspaper press of Australia and New Zealand, serves 40 of the leading newspapers of Great Britain and delivers a daily cable report to large and growing groups of papers in South Africa and India.

Mr. Crandall, who was editor of the *Montreal Daily Star* until the organization of British United Press, spends a good deal of his time commuting across the Atlantic and the Pacific.

"While our head office is in Montreal," he said to an EDITOR & PUBLISHER representative yesterday, "our London office is rapidly becoming our great center of activity and is going to take most of my time for the next few years. Already we are established in the leading cities of Great Britain—London, Liverpool, Glasgow, Birmingham, Sheffield, Leeds, Manchester, Newcastle, Darlington, Hull, etc. —and our clientele is steadily growing both in the old country and in the various dominions. In London, for instance, we have now as regular clients the *Daily Mail,* Lord Rothermere's morning paper, with its million and three quarters circulation, Lord Beaverbrook's *Daily Express,* the *Daily News,* the *Evening Star,* the *Evening Standard,* the *Daily Sketch,* the *Evening News,* and a notable group of Sunday papers including the *News of the World,* which has a circulation of about 4,000,000.

"The basis of our service is the report of the United Press gathered by its bureaus and reporters, but we maintain our own offices, editors and correspondents in London and other world centers, particularly throughout the British Empire, to gather news of especial interest to our British field. All this news supply is pooled in our London offices and distributed thence throughout the Empire in accordance with the specialized news requirements of each section. In Great Britain we serve our newspapers direct. The same applies to Canada, India and South Africa. But in Australia we supply the Australian Press Association which covers the whole Commonwealth and through this agency alone our service reaches over 300 newspapers.

"We are a new association and the similarity of our names is apt to give rise to the impression that British United Press is merely a British subsidiary of United Press" added Mr. Crandall. "I wish you would make it clear that we are an entirely distinct organization, the control of which is British. While we receive, and to a large extent depend upon, the U. P. world news report this is supplemented, collated and edited for British consumption by our own staff which is entirely British."

The Space Buyers "great desideratum"

Laconic, practical, not to say cold-blooded space-buyers do, nevertheless, have their happier moments. They can't resist the urge to reach for the contract blanks when they come across a newspaper with

—circulation concentrated in a natural market area

—circulation that on analysis shows character, quality and buying power

—editorial content and clean news that add to the value of the advertisers sales message

—typography and page make-up that do not kill the effectiveness of advertisements

—an evening paper that is exclusively an evening paper with no "predates"

—an evening paper that advertisers buy on its own merits and not as a part of a compulsory combination of morning and evening editions.

The prestige of the Boston Evening Transcript as one of the outstanding newspapers in America, is the heritage of almost a century of square-dealing with both advertisers and readers.

Boston Evening Transcript

Highest ratio of BUYERS to readers

National Advertising Representatives

CHARLES H. EDDY CO. — Boston New York Chicago

R. J. BIDWELL CO. — San Francisco Los Angeles

The net paid

CIRCULATION

of

The Detroit Times

as published in the Post Office Statement for the six-month period, ending March 31, 1927, was

Sunday 326,875
Evening* 294,183

In comparison with the corresponding six months' period ending March 31, 1926, the average net paid circulation of the Detroit Times shows an

Increase of 22,096 Sundays
Increase of 52,702 Evenings*

Circulation Growth of The Detroit Times

Six Months Averages Ending March 31

	Evening (Except Saturdays)	Sunday
1922	62,342	(No Sunday Issues)
1923	156,125	160,760
1924	197,224	222,430
1925	220,243	271,731
1926	241,481	304,779
1927	294,183	326,875

The Net Paid Averages for MARCH ONLY:

Sunday . . . 337,520
Evening* . . . 308,531

*Evening Except Saturday

EDITORIAL

THE PRESIDENT'S SPEECH

DISCUSSING American foreign relations and the duties of the American newspaper with particular reference to news treatment of foreign affairs, President Coolidge delivered at the United Press Association's banquet one of the most important pronouncements of his public career.

The President stressed the growth and power of our press and its increased concurrent obligations. He said it is axiomatic that a free press can exist only in a free country, and might have added, we think, that no country can be free with a press that is not free. At this point in the address Mr. Coolidge said: "Where the press is free, as it is in our country under the guarantees of the national and state constitutions, it has a reciprocal duty of its own to perform toward the administration of the government, of giving true reports to the people of the actions of public officials." No honest journalist could quarrel with this claim on truth. Nor can there be any difference of opinion on Mr. Coolidge's condemnation of "malicious and misleading partisan attacks on the conduct of our government in its efforts to defend American rights when they are threatened or invaded in foreign countries." At this point Mr. Coolidge presented a philosophy which must challenge widespread debate. For our part we are in total disagreement with it, and sincerely regret that it continues to be Mr. Coolidge's view.

Speaking of his objection to newspaper criticism of the government's foreign policy, the President said that such criticism weakens the government's hand with other governments. "When," he said, "such an attitude becomes known in the offending country, it is widely quoted there, and when all other arguments have been answered becomes their chief reliance for maintaining their position."

The meaning of these remarks is crystal clear. Mr. Coolidge is of the political school that believes that good journalism must necessarily follow the lead of the government in foreign affairs. When the Secretary of State, for instance, sets out upon negotiations with a foreign government he should feel that, right or wrong, the press of the United States is behind him. Nothing contrary to the policy of the government must be published lest it reach the officials of foreign governments with whom our State Department is dealing and give them and their people aid and comfort.

New York Herald Tribune believes that the President is right in this contention, and in a strong editorial on the morning following the utterance at the Biltmore entered the debate with these remarks:

"The President was justified in reproving that portion of the American press which assumes so largely that whatever the Administration does in foreign affairs must be wrong. Why should the position of a foreign government or of a foreign revolutionary faction always seem the more righteous? Why attack American interests abroad instead of befriending them or at least giving them a fair hearing? Such bushwhacking embarrasses our diplomacy. In so far as it is due to domestic partisanship it is inexcusable and odious. As the President says: 'An American press which has all the privileges which it enjoys under our institutions, and which derives its support from the progress and well-being of our people, ought to be first of all thoroughly American.' The trouble with many of these critics is not only that they lean recklessly to the anti-American view of the case, but that they misunderstand and misrepresent international law."

EDITOR & PUBLISHER does not believe for an instant that there is in this country a section of the press that can be fairly called "un-American," engaged in bushwhacking any administration to maliciously embarrass diplomacy. The very best proof that there is no such press is that un-Americanism is the most perilous journalistic pursuit that can be imagined. Such newspapers die promptly at the hands of good citizenship. There is partisanship on public causes in this country, among both the people and the press, but who shall say that it is malicious?

We agree with the *New York Times* that Mr. Coolidge's stand on what the press should do in foreign relations is not only "difficult of attainment" but undesirable. There is no power to induce the American newspapers to speak with one voice, nor would it be advisable if possible. "Better have foolish and querulous things said by the press in the exercise of the judgment of individual newspapers rather than strive for a harmony which everybody would know to be artificial and meaningless," aptly says the Times.

Our feeling in this matter is that a government that is not strong enough to stand the battering of all kinds of decent criticism, intelligent and unintelligent, hot and cool, wise and foolish, is a faulty government. We do not, by the same token, expect to find a newspaper press, always merely a human expression, that is unanimously right or even sensible on all public questions. For our part we love the ceaseless controversy because it truly represents the spirit of democracy in the land. The danger is that the people will not discuss foreign relations and have diverse opinions concerning them. The danger is that the guide lines of public opinion will fade and disappear in a fog of apathy and put absolute power into the hands of government officials. The impenetrable problem always is that any public official operating in our scheme of life should want to pursue an uncriticized public course in anything.

When the American government presents a foreign policy that appeals to the intelligence, patriotism and sense of justice of the American people there is no question, nor has there ever been any question that the government can count upon the united support of the people and the press. When foreign or domestic affairs are questionable the people and the newspapers that express public thought will be found exercising their constitutional liberty by discussing them freely. When a federal officer is mistaken in a foreign policy he may continue confidently to expect the checks of criticism, for the press of this country will never subscribe to Mr. Coolidge's philosophy of blind following.

It would be a strange and twisted mind that would view Mr. Coolidge as anything but a peace-loving, earnest man who speaks his candid thought. We think he is badly mistaken in this matter, but honor the sincerity and frankness of his address. When Mr. Coolidge drops the foolish "spokesman" idea and dismisses the view that newspapers to serve must merely follow he will have greatly endeared himself to the newspaper profession and, may we venture, strengthened his role in his high office.



And the chief captain answered, With a great sum obtained I this freedom. And Paul said, But I was free born. Acts of St. Paul, XXII; 28.

IN COMMITTEE'S HANDS

THE notable action of the Associated Press membership this week was the unanimous adoption of a resolution entrusting to a committee of six responsibility for solving the problems related to the bond rate and protest rights. The six men are representative of the two schools of thought on these subjects. They are to report to the membership, either at the next annual convention or, if feasible, at a special meeting in the interim. This action ends the debate. The directors have recommended reapportionment of the bonds to equalize voting privileges. With such a step taken adjustment of the protest rights situation seems merely a matter of legality and technicality which can best be worked out in committee.

Frank B. Noyes starts his 27th year as president of the organization, an unparalled honor in American journalism. Appropriate selections of officers and directors to support him were made. As the convention closed Mr. Noyes said "This is the happiest day of my life." It was the shortest speech ever made to the A. P. membership and was plainly fraught with a world of meaning.

UNITED PRESS BIRTHDAY

WITH the President of the United States honoring the occasion the celebration in New York this week of the 20th anniversary of United Press Associations was a brilliant event, marking a new milestone in the progress of that news organization. Our pages reflect not only the gaiety of the jubilee but tell in detail the story of the U. P. rise to its present plane of influence and service to the reading public of the world.

It is a remarkable story of success, based upon a journalistic code of idealism that found origin in the fertile imagination of the late E. W. Scripps. Twenty years ago Mr. Scripps and his associates determined that their previous struggling efforts to establish independent news agencies, which would be open to any newspaper with the price to pay for service, represented a correct policy. They believed it to be democratic and good newspaper practice. So, from the old Scripps-McRae, Publishers' Press and Scripps-Blade services, which had divided the territory of the United States, the United Press Associations was formed. Milton A. McRae, John Vandercook, Hamilton B. Clark, Roy W. Howard and others were the prime movers in the execution of the new organization that bore the appropriate title United. From the first day's operation the United Press has been an aggressive, able contender in the news field and its twentieth birthday sees it as a world-wide power, influential beyond the dreams of any of its founders.

It seems to EDITOR & PUBLISHER a singularly pleasant incident that this week of publishers' meetings in New York, traditionally emphasizing the progress of Associated Press, should this year conspicuously divide honors with United Press and the great group that follow its particular policies and philosophies. International News Service and Universal Service, as usual, entertained a large group of publishers who are devoted to those organizations and their policies. Our pages tell of numerous other entertainments during the week by other groups. Surely the great American publisher was called upon to step lively in New York this April to accept the hospitality and entertainment offered by the caterers to newspaper service. It has been a joyous occasion, with generous fraternizing of all naturally rivalous factors, all in the spirit of American journalistic good-will and progress.

DEFENSE

A FUND to aid Editor H. M. Flanders, of the *Soperton* (Ga.) *News* is being raised by the *Greensboro* (Ga.) *Herald-Journal*, and with splendid fraternal spirit the newspapers of the state are supporting the project.

Mr. Flanders, it will be recalled, is the editor who has been the target for infamous abuse by impudent ruffians in his county because he dared attack the illegal manufacture and sale of booze. Several years ago the editor was shot down on the streets of Soperton by Crosby Williams, a local merchant, whose ignorance and brutality are suggested by the fact that he could only answer the editor's arguments with gunfire. The attack was completely unjustified, but Williams was sentenced to only a year's imprisonment. He did not even serve the full year.

A few weeks ago another gang of "respectable" Soperton men, cowardly as Williams and determined to have their liquor without the objection of the local press, seized upon the crippled editor on a desolate road and unmercifully flogged him. Now his health seems ruined. His nervous system is broken and the abuse of the thugs has deprived him of his hearing. He cannot earn a living.

"The Flanders Fund will be turned over to this tortured brother editor to use as he deems fit," said J. C. Williams, editor and proprietor of the Greensboro Herald-Journal. "We shall be glad to receive contributions from any sympathizer anywhere."

Conscientious newspaper men in many cities and towns are on the defensive in support of law and order in the present amazingly desperate stage of our national life. Their enemies are powerful crooks who want to make money from illicit booze traffic and from half-crazed whiskey addicts. Human life is cheap as dirt to these fiendish people. If your heart is touched by the spectacle of an editor who was willing to sacrifice his blood and tissue in defense of the highest principle of citizenship send a check to J. C. Williams, Greensboro Herald-Journal, Greensboro, Ga.

PERSONAL

ADOLPH S. OCHS, publisher of the *New York Times,* was elected a vice-president of the Tennessee Society at its annual meeting held this week at the Yale Club in New York. Mr. Ochs started his newspaper career as a carrier boy in Knoxville. He is also owner of the *Chattanooga Times.* George W. Oakes was elected a trustee by the same society.

Dr. Douglas S. Freeman, editor of the *Richmond* (Va.) *News-Leader,* recently addressed the North Carolina Bankers' Association at Pinehurst, N. C.

John H. Fahey, publisher of the *Worcester* (Mass.) *Evening Post* and a former president of the United States Chamber of Commerce will be one of the principal speakers at the third Pan-American commercial conference which is to be held in Washington, May 2.

Grove Patterson, editor of the *Toledo Blade,* will be the speaker at the fifth annual labor contests of Berea College, May 12, according to an announcement by President William J. Hutchins of that institution.

T. Roy Champion, editor and manager of the *Schenectady* (N. Y.) *Union Star,* has been nominated for the presidency of the Rotary club at Schenectady.

Capt. Roland F. Andrews, editor of the *Worcester Telegram-Gazette,* was toastmaster at the annual Army-Navy Dinner held by the military organizations of that city recently.

Justin Barry, editor of the *Cherokee* (Ia.) *Times* has been elected delegate of the Cherokee Rotary club to represent it at the Rotary International in Ostend, Belgium, this summer.

L. F. Richardson, editor of the *Sheffield* (Ill.) *Times,* has been appointed postmaster and will assume his new duties at once. He has been editor of the Sheffield paper five years.

William Repine, editor of the *Tiskilwa* (Ill.) *Chief,* has been appointed postmaster in Tiskilwa.

IN THE BUSINESS OFFICE

HARRY C. MILHOLLAND, business manager of the *Pittsburgh Press,* accompanied by Mrs. Milholland left recently for a tour abroad

Seymour Spring has been named national advertising manager of the *Yakima* (Wash.) *Daily Republic* and the *Yakima Morning Herald.* He replaces Jay J. Ector, who has been in this position for the last two years. Mr. Ector is leaving to enter an insurance firm as a partner.

Douglas V. Martin, Jr., manager of publicity for the *St. Louis Globe-Democrat,* spoke recently before the "Big Men's" Class of the Compton Heights Christian Church, there, on "Church Advertising."

Paul W. Denman, associated with the *Plant City* (Fla.) *Courier* for more than a year, latterly as business manager, left Friday for Gainesville and Tallahassee, on a vacation jaunt.

Archibald Young has been named office manager of the *Miami Daily News.* C. E. Thomson has been named feature advertising manager.

Ed. Olson, formerly traveling representative of the *Kansas City Star* has joined the staff of the *Shawnee* (Okla.) *Morning News.*

George F. Lechler has been appointed local display advertising manager of the *Miami Daily News.*

IN THE EDITORIAL ROOMS

MORRIS G. YOUNG, reporter of the *Indianapolis* (Ind.) *Times,* has been named editor of the *Indianapolis Chamber of Commerce Activities,* monthly official publication.

Edwin B. Haakinson has been advanced from day police reporter to city editor of the *Sioux City* (Ia.) *Tribune,* succeeding Merle M. Moone, who resigned to join the publicity department of the Northwestern Telephone Company at Omaha. Mr. Haakinson has been on the Tribune seven years. Harold Nelson, formerly night police reporter, has taken the day police beat and Frank Helm has joined the staff as night police reporter.

Col. John S. Barrows of the *Boston* (Mass.) *Transcript* staff, spoke before the Fall River, Mass., Historical Society on April 18 on "The Famous Battle Between the Constitution and the Guerriere."

Mr. and Mrs. Paul F. Sifton are the parents of a son, born April 17. Sifton is a member of the staff of the *New York World.* Mrs. Sifton, the former Claire Ginsburg, was graduated from the School of Journalism of the University of Missouri in 1920 and was the first woman instructor in that school. She has done newspaper and magazine writing and editing in Chicago and New York.

Kenneth Duncan, formerly news editor, *Toledo News-Bee,* has resigned.

W. P. Huntington, formerly editor of the old *Columbus* (O.) *Press-Post,* but now editorial writer for the *Toledo Times,* addressed the forum of the Columbus Chamber of Commerce, April 18 on "Days With Henry Watterson." Mr. Hutington is secretary of the Perry's Victory Memorial Association at Toledo.

Sam Jones, *Toledo Blade* reporter, is in Africa visiting regions which are not usually included on the tourist's itinerary.

George Straight has resigned as copy reader for the *Toledo News-Bee.*

Joseph R. Lilly of the *Brooklyn Eagle's* reportorial staff, has returned to duty after a leave of absence granted him for the purpose of writing a novel.

Naboth Hedin, manager of the American-Swedish News Exchange in Manhattan, and formerly Paris correspondent of the *Brooklyn Eagle,* sails for Sweden on May 5, to be absent for about two months.

Kenneth Duncan, former news editor of the *Toledo News-Bee,* has joined the executive staff of the *Springfield Union.*

George W. Savage, for two years publicity director at Pomona, Cal., college, has resigned to join the *San Diego* (Cal.) *Sun.*

Bob Stanton, sports editor, *Toledo News-Bee,* has resigned. He is succeeded by Earl Aiken who has been a member of the News-Bee staff for years.

MARRIED

WALTER J. MONAGHAN, telegraph editor of the *St. Louis Globe-Democrat,* to Miss Adele K. Knaus, in that city recently.

Leslie E. Moore, financial editor of the *New Haven* (Conn.) *Evening Register,* to Miss Margaret Caffery of that city, feature writer for New Haven and Bridgeport newspapers, April 17 at New Haven.

FOLKS WORTH KNOWING

CHARLES F. SPEARE, who has succeeded the late Stuart P. West as financial writer for the Consolidated Press Association, resigned the post of counselor on investments to Brown Brothers & Co., to return to newspaper work, his first love. He had left the staff of the *New York Evening Mail* in 1919 to become associated with the banking house.



CHARLES F. SPEARE

Throughout his entire career, both as newspaper man and bank advisor, Mr. Speare has been a first-hand student of finance and has traveled widely to familiarize himself with the physical assets behind the securities with which his work was concerned.

Despite his responsibilities with the Brown Brothers & Co. organization, Mr. Speare continued his writings.

For several years he contributed a monthly financial article to the *Review of Reviews,* and conducted the investment column of the magazine. He has written frequently for the *American Bankers Journal,* organ of the American Bankers Association, devoting himself in these articles to the field of railroad securities and foreign investments.

CHANGES OF OWNERSHIP

G. L. HANSEN of Wasta, S. D. has sold the *New Underwood* (S. D.) *Times* to A. G. Snesrud, who has been acting editor the last 15 months.

Waldo and Wendell Wettengel, brothers, last week purchased the *Covington* (Okla.) *Record* from W. S. Martz, former publisher.

SPECIAL EDITIONS

BOSTON (Mass.) EVENING TRANSCRIPT, annual Spring Yachting section edited by William U. Swan, 8 pages, April 17.

Boston (Mass.) *Herald,* Easter Church music section. 18 pages, April 16.

New York Herald Tribune, Model Home gravure section, four pages, April 17.

Marblehead (Mass.) *Messenger* an 8-page special section, "Marblehead Development Number," April 22.

Quincy (Mass.) *Patriot Ledger,* annual Real Estate number, April 16, 20 pages.

Three Good Features by One Writer

Full of Human Interest That Is Not Sob Stuff

A GAY WRITER AND A GOOD ONE

ROE FULKERSON

Sunday Morning Breakfast—*Weekly*
Andrew and Imogene—*Daily*
Hotel Stenographer—*Daily*

The McNaught Syndicate, Inc.

V. V. McNitt, President — Times Building, New York — Charles V. McAdam, Vice President



ELLA CINDERS DAILY STRIP SUNDAY PAGE

"It is not often that we have a feature about the popularity of which there is no argument. In the case of Ella Cinders, the verdict seems to be unanimous for Ella."

Marvin Creager,
Managing Editor,
The Milwaukee Journal

The Ella Cinders Strip and Page are syndicated by Metropolitan Newspaper Service, 150 Nassau Street, New York.

ON THE MECHANICAL SIDE

A CHARITY ball was held Monday night April 25 at the Elks home in Boston by the three Boston printing pressmen's unions. The proceeds will be devoted to the widows' and orphans' fund of the union. John A. Dart was general chairman of the committee. John A. Badaracco, president of the Web Pressmen's union, was vice-chairman; William J. Barrus, secretary and George Gallagher, treasurer. Maj. George L. Berry, international president was present.

W. J. Rollman of the *Lancaster Intelligencer* has been elected a director of the Central Pennsylvania Typothetæ. Mr. Rollman is manager of the printing department.

Thomas J. Conway, Jr., employed in the *Boston* (Mass.) *Globe* composing room was the recipient of a purse of gold from his fellow workers last week marking his approaching marriage to Miss Margaret Norton of Revere, Mass. James Leggett made the presentation.

SCHOOLS

WILFRED HENSCHEL, Brooklyn, has been elected editor-in-chief of *The Pioneer,* the student newspaper at Cooper Union, for 1927-28. William Vanderhout, Queens Village, N. Y., has been named managing editor and Merle Koblish, Jackson Heights, L. I., associate editor. The new business manager will be Raymond Kunz, Union City, N. J.

Sol Abrahamson, editor of the *Daily Emerald,* student publication at the University of Oregon, is making a fight for freedom of the press in that institution. The student council recently issued an edict that the editor of the Emerald must submit to the council for approval all editorial policies before supporting them in the Emerald. Abrahamson balked at this and has been getting support for his stand by telegraphing to editors of newspapers throughout the Pacific Northwest. The journalism faculty of the university is said to support the stand of the student editor that the Emerald should be a "free press."

Parsons college, Fairfield, Ia., has chosen Friday, May 13, as the date for its second annual Journalism Day. Among the speakers expected to be present are William Allen White of Emporia, Kan.; Harvey Ingham, editor, *Des Moines Register,* and Gov. John Hammill of Iowa. Newspaper editors of southeastern Iowa have been invited to attend.

ASSOCIATIONS

ADVERTISING representatives of the Portland newspapers were given ten minutes each recently to tell the PORTLAND ADVERTISING CLUB why their respective newspapers were best for advertisers. Those participating were: Joseph A. Davidson, local advertising manager of the *Oregonian*; Harry Failing, advertising director of the *Oregon Journal*; F. C. Dahlquist, advertising manager of the *Telegram,* and C. W. Myers, advertising manager of the *News.*

Annual Spring dance of the EAGLE CLUB of the *Brooklyn Daily Eagle* will be held on Tuesday evening, April 26.

Fifteenth annual dinner-dance of the BROOKLYN PRESS CLUB was held Tuesday evening at the Hotel Imperial. Year books were distributed.

Louis H. Hastings, past president, with Robert E. Lamb and Allen Adams, have been appointed a nominating committee for the ADVERTISING CLUB of WORCESTER, Mass., to arrange for the election on May 18. George H. Johnson is now president.

ADVERTISING CLUBS of ILLINOIS will not hold a state convention this year, C. H. Fernald, college of commerce and business administration, University of Illinois, acting president of the state organization, announced this week. Proximity of the Denver, Col. convention and failure to get plans started for a state meeting, resulted in decision to abandon the convention.

KIRBY VIEWS MURDER TRIAL REPORTING



SECTION OF THE PRESS IN THE MURDER TRIAL

ADVERTISING CLUB of BOSTON, Mass., held its first social event of the season at the Statler Hotel, Georgian room, Tuesday evening, in the form of a dance and buffet supper. Sir Charles Higham was the speaker at the meeting of the club Tuesday. Major Patrick J. O'Keefe, president of the club, presided.

Thirtieth annual dinner of the PRESS LEAGUE of BERKS and MONTGOMERY COUNTIES was held at the Berkshire Hotel, Reading, Pa., on April 23. The annual election resulted as follows: President, John W. Sprenkle of the *Perkasie, News;* vice-president, Dr. C. Q. Hillegas, *Pennsburg, Town and Country;* secretary, Marco G. Bean, *Sellersville, Herald,* and B. Whitman Dambly, *Skippeck Transcript,* treasurer.

William G. Hay, known to radio fans as Bill Hay, manager of WGN, the *Chicago Tribune* radio station, has been elected president of the CHICAGO BROADCASTERS' ASSOCIATION. He succeeds Robert B. Beniel, director of WEBH, the *Chicago Herald and Examiner* station. Miss Judith Waller of WMAQ, the *Chicago Daily News* station, was re-elected secretary and treasurer.

Annual convention of the EASTERN INTERCOLLEGIATE NEWSPAPER ASSOCIATION will be held at Amherst College May 6 and 7 with a dinner Friday night. C. W. Cole of Amherst is president of the association, with E. T. Richards of Brown vice-president.

Thirty-fifth annual convention of the KANSAS EDITORIAL ASSOCIATION will be held at Topeka Friday, May 6. Jack Harrison of Beloit, president of the Association, is arranging the program.

BOSTON CLUB OF PRINTING HOUSE CRAFTSMEN were addressed by Arthur S. Allen, of the Ruxton Color Service, New York, at their meeting last week at the Hotel Westminster, Boston.

NEW ENGLAND WOMEN'S PRESS ASSOCIATION, meeting at the Hotel Victoria in Boston last week, voted to raise the annual dues to $3 to meet the increasing expenses of the association. Four new members were elected. Announcement was made that the annual breakfast of the club would take place on May 4 at the Hotel Victoria.

A round-table discussion of newspaper problems featured the informal luncheon of the New England Newspaper Alliance at the Copley Plaza Hotel, Boston, April 20. Among those present were Frank C. Hoyt, *Fitchburg* (Mass.) *Sentinel;* James A. Hardman, *North Adams* (Mass.) *Transcript;* T. F. Dwyer, *Providence* (R. I.) *Tribune;* Frank E. Phillips, manager, New England Daily Newspaper Association; William J. Pape, *Waterbury* (Conn.) *Republican-American;* Charles Morse, *Worcester* (Mass.) *Telegram-Gazette;* J. P. S. Mahoney, *Lawrence* (Mass.) *Telegram-Sun;* John C. Harringston, *Lowell* (Mass.) *Sun;* William H. Reed, *Taunton* (Mass.) *Gazette;* Col. Frank Knox, *Manchester* (N. H.) *Union* and regional director of the Hearst newspapers; Robert L. Wright, *Haverhill* (Mass.) *Gazette;* Charles H. Hastings, *Lynn* (Mass.) *Item,* and Charles L. Fuller, of the *Brockton* (Mass.) *Enterprise.*

FLASHES

An appropriate name for Sinful Sinclair's latest book would have been "A Clerical Error."—*Milwaukee Journal.*

"Have another" has been superseded by "Ask me another."—*Florence* (Ala.) *Herald.*

Paris evidently is trying to be known as the Reno of France.—*J. J. Montague in New York Herald Tribune.*

Another thing George Washington in his policy of fine aloofness from foreign messes did not have to worry about was American oil companies, sewing machine agents, tobacco representatives and missionaries all becoming, at critical moments "nationals" to be protected at any cost.—*Columbia State.*

Pullman Company lost half a million in three months, which will afford fiendish delight to its insomnia victims.—*Florence* (Ala.) *Herald.*

Does college education pay after all? The only two robberies we ever heard of co-eds attempting were dismal failures. —*Worcester* (Mass.) *Post.*

Difference between a taxidermist and a taxi driver is that the latter skins only human animals.—*Wall Street Journal.*

Some men marry for looks, but not for the kind they get when they come home late for dinner.—*Boston Transcript.*

ST. REGIS
Paper Company

Manufacturers of

High Grade
Newsprint and
Catalog Paper

General Sales Offices

49 Wall Street, New York City

Branch office: Farmers Bank Bldg., Pittsburgh, Pa.





10,989 MILES OF GOOD ROADS plus 685,532 MOTOR CARS in AMERICA'S 3rd MARKET



IN these twenty-five Michigan counties that make up the Greater Detroit market, 10,989 miles of good roads assure to the owners of 685,532 motor cars safe and rapid transportation to any part of the area.

¶

Thus Bay City in Bay County, Battle Creek in Calhoun County or Lansing in Ingham County are less than one hundred eighty minutes from the Detroit City Hall.

¶

These thousands of miles of roads plus an automobile for every four persons are the links that weld this remarkable market into a compact homogeneous whole providing easy selling for the advertiser and easy buying for the consumer.

In these twenty-five counties are 538,828 homes. Every other home in the area is influenced by The Detroit Free Press—a coverage of one of America's greatest markets that literally guarantees the greatest possible measure of advertising responsiveness at lowest cost.

The Detroit Free Press

Starts the Day in Detroit

VERREE & CONKLIN, Inc.
National *Representatives*

New York Chicago Detroit San Francisco

WITH THE GENERAL ADVERTISERS

General Motors Reports New High Net—Continental Motors Executives Complete Air Trip—Van Wie Resigns from Beechnut Company

GENERAL Motors Corporation reported a new high record of $52,551,408 in net earnings for the first quarter of 1927, comparing with $44,911,618 an increase of $7,639,790. Alfred P. Sloan, president, reported present conditions as satisfactory. The advertising program of the General Motors Corporation is notable for its comprehensiveness. The bulk of money invested in promotion is placed in newspaper space. Verne Burnett is secretary of the advertising committee of the General Motors Corporation.

Ross Judson, president, W. R. Angell, executive vice-president, and Harry D. Kline, advertising manager of the Continental Motors Corporation, have completed an 8,000-mile trip to the Pacific Coast in a giant three-motored Fokker.

The storage battery business of the Prest-O-Lite Company has been sold to the Prest-O-Light Storage Battery Corporation, a new company wholly controlled by the Automotive Corporation of New York, which in turn is controlled by the heads of United States Light and Heat, which makes USL batteries.

Seaman Brothers, Inc., distributors of White Rose Quality Products, is buying newspaper space in New York to call attention of women to a slogan contest it is conducting to obtain copy for a car card to be displayed next fall.

In the newspaper advertisement the purpose of the car card is explained as two-fold:

1. To impress women with the fact that besides White Rose Food Tea, Seaman Brothers also market other food products.

2. To impress women with the fact that other White Rose Products have the same uniform high quality as White Rose Tea.

Stanton Van Wie has resigned as advertising manager of the Beechnut Packing Company, at Canajoharie, N. Y. He has accepted a similar position for the Hecker H-O Company of Buffalo. He was with the Beechnut company for nine years.

W. A. Sheaffer, president of the W. A. Sheaffer Pen Company, has returned to his desk at Fort Madison, Ia., after spending more than three months in Florida.

Robert H. Bennett has joined the advertising department of the Postum Company, Inc., and will be in charge of export advertising. Mr. Bennett was formerly assistant advertising manager for the Devoe & Raynolds Co., Inc., and prior to that was with the Ajax Advertising Agency, New York City.

"A careful study has convinced our company," said T. T. Boulware, national representative of the Thompson's Malted Milk Company, "that the daily newspaper is the best medium to carry an advertising message into the home." Mr. Boulware was speaking before a group of business men at Worcester, Mass.

A list of 815 newspapers is being used by Anheuser-Busch, St. Louis, to promote the sale of Budweiser Real Hop Malt Syrup. The copy will be placed in frequent insertions from now until September.

Since its introduction, sales of Budweiser Malt have climbed so rapidly that it was recently necessary for Anheuser-Busch to double production facilities in order to produce Budweiser Real Hop Malt rapidly enough to take care of current business. The new unit recently added to the hop-malt division is now in operation, and is expected to take care of production demands during the next few months at least.

Explaining the sensational progress made by Budweiser Real Hop Malt Syrup since 1924, an Anheuser-Busch official said: "Three things are responsible. First, we have a product that repeats. Second, we are proud to put our name on the label—and the American people have learned through experience that we never put our name on a product until we know that that product represents the finest quality that can be produced. Third, we back our product with consistent, uninterrupted advertising in the medium that is read by the people who are the real buyers of hop malt—the daily newspaper."

L. C. Stowell, president of the Dictaphone Sales Corporation of New York, spoke last week before a meeting of the Quota Club at Worcester, Mass.

An advertisement, placed by Lever Brothers of Cambridge, promoting Lux, won last week's award in the Prize Review of Current Advertising being conducted by the Boston American, under the direction of H. James Gediman, department of research and promotion. According to the American's plan, Lever Brothers received a receipted bill for the cost of the Lux advertisement. The judges agreed that the advertisement "achieved a compelling eye rythm and an effect of neatness, cleanliness and whiteness" and that the copy succeeded in "presenting a unified appeal, appearance and impression." The Lux advertising is handled by the J. Walter Thompson Company.

Judges in the American's contest were:

Allen H. Wood, president of Wood, Putnam & Wood Company.

George G. Rorke, District Superintendent, Dictaphone Sales Corporation.

Ralph E. Conder, advertising manager, Boston Woven Hose & Rubber Co., Cambridge.

Floyd L. Miller, the Barta Press, Cambridge.

Jacob S. Witchert, publicity manager, Mellins Food Company.

Lucian L. King, advertising manager of the Goodyear Tire & Rubber Company for the past fifteen years, has announced his resignation from the Goodyear organization effective May 1.

Mr. King has been with the Goodyear advertising department since 1911 and was named manager shortly after becoming identified with the Akron rubber company.

He has been a director of the Audit Bureau of Circulation for many years, Goodyear representative in the Association of National Advertisers, and other like organizations. His experience covers all advertising mediums, including radio as he was manager of the Goodyear station "WEAR" at Cleveland during its existence.

ADVERTISING AGENCY AFFAIRS

C. H. Bradley Joins Chandler & Co.—Dorrance, Sullivan Get German Cocoa Account—Nathan Agency Opens Seattle Office—Slater Opens Own Agency in Albany

CHARLES H. BRADLEY, Jr., who has been in advertising agency work in Boston since 1913 and who for the past eight years has conducted an agency under the name of Bradley, Incorporated, has joined the Cleveland A. Chandler & Co., advertising agency, Boston. Mr. Bradley will continue personally to supervise the accounts which he has been handling.

The Reichardt Cocoa & Chocolate Co., Inc., New York, the American Division of the Kakao-Kompogriel Theodore Reichardt G. M. B. H. Wandsbek-Hamburg, Germany, has placed its advertising account with Dorrance, Sullivan & Company. Pending the completion of large American factory, plans for which are under way, Reichardt products will be placed on the American market including Reichardt's Malted Milk Cocoa and various Reichardt Cocoa and Chocolate products, as well as Reichardt's Chocolate Dessert. Plans for introductory newspaper campaign are being prepared and will be released in the early summer months.

Edwad N. Nathan Advertising Agency, Chamber of Commerce building, Los Angeles, Cal., has opened a new branch in Seattle, Wash., the third link in a chain of offices giving service in the Pacific Coast. Hal Nelson, former Pacific Coast newspaperman, is in charge of the office located in the Lloyd building, Stewart street. Mr. Nathan opened his first office in Los Angeles seven years ago and added an office in San Francisco about four years later.

Samuel Slater, for six years with the Lurie Department store of Albany, N. Y., and for eight years with the Federmann Stores syndicate in advertising and sales promotion work, has returned to Albany and opened his own offices at 50 Green street. He is engaging in a general advertising and sales promotion business.

The Haskell Sign Service & Poster Advertising Company, 17 West Harrison St., Danville, Ill., has been sold to Burt T. Loveridge of Ottawa, Ill., and associates. M. J. Haskell, former owner, will continue as president and retains stock in the new corporation which took over the business.

Charles E. Townsend, associate editor of the *Advertisers' Weekly* and formerly of the Federal Advertising Agency, has joined the staff of Barron G. Collier, Inc., New York. Mr. Townsend will edit a promotional publication soon to be issued by the latter firm.

The Bush Terminal Company, New York, operating extensive warehousing, distribution and manufacturing facilities, together with a large sales building and Bush House in London, have retained Reimers & Osborn, Inc., New York advertising agency, to handle their account.

MILL TO BE "OPEN SHOP"

Officials of the International Brotherhood of Paper Makers at headquarters in Albany have announced that an agreement has been made allowing employes of the DeGrasse Paper mill, to be taken over by the International Paper Company, to work under an "open shop" plan. All fear of a strike is now believed past. The DeGrasse mill specializes in newsprint paper.

THE SIOUX CITY TRIBUNE.

HOME EDITION SIOUX CITY, IA., FRIDAY EVENING, MARCH 18, 1927 22 PAGES

TERY IS SCENE OF HUNT FOR GREAT TREA

Now Set in Ionic No. 5

TRADE LINOTYPE MARK

WHAT DO YOU THINK?

TODAY'S QUESTION

What do you think of The Tribune's new type dress?

THE ANSWERS

E. C. Lidster, 10 Shore Acre court, optometrist—I think it makes reading much easier. The printing stands out more and seems to relieve much of the glare that was present when the old type was used.

Dr. L. R. Tripp, 3236 Jackson street, eye, ear, nose and throat specialist—Well, it should be productive of less eye strain for prolonged reading. And I think it makes quick reading easier.

Mrs. L. A. Soderstrom, 1115 Hill avenue, graduate nurse (eye specialist's assistant)—I think it is quite an improvement. It makes reading lots easier.

M. Blank, 2324 Grandview boulevard, optometrist—I have taken special notice of the new type and I think it is a wonderful aid to people with poor vision. It brings the printing out very clear for them. And I think that it makes reading in general easier and more pleasant.

R. C. Green, Chicago, salesman—It makes the paper very much easier to read.

MERGENTHALER LINOTYPE COMPANY

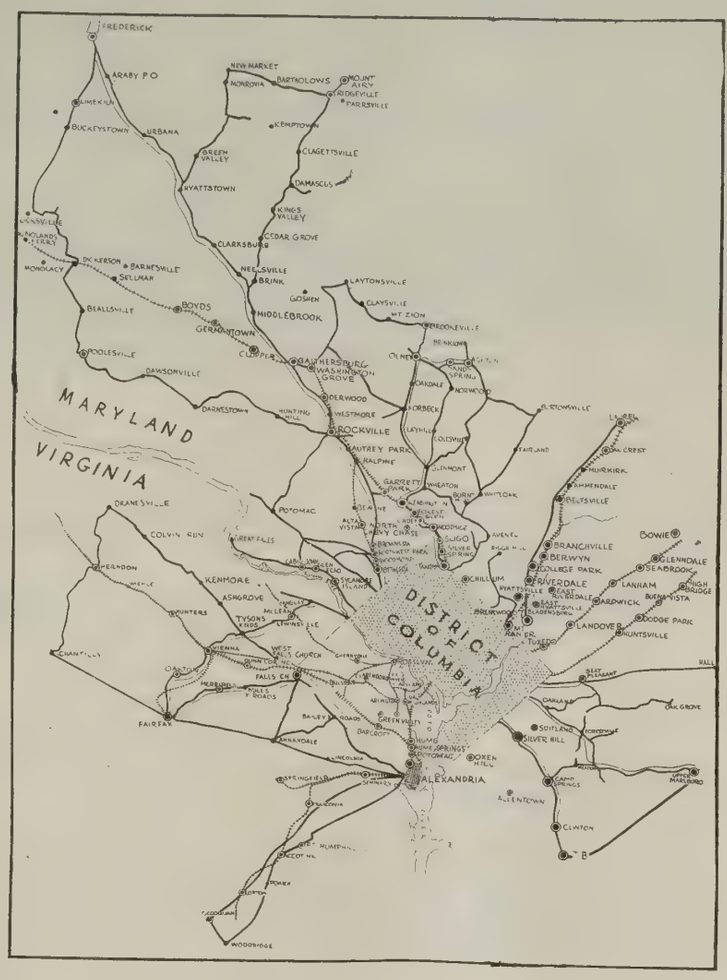
Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

LINOTYPED IN THE CLOISTER FAMILY



This Is A Rich Market

Of Which Washington, D. C. Is The Center

The map shows the extent and direction of The Star's direct delivery routes, reaching more than 25 miles into Maryland and Virginia, which together with the District of Columbia, constitute the Washington market.

More than three-quarters of a million prosperous people are included within this territory which has no other metropolitan city for its source of supply—and is reached to its most remote point every evening and Sunday by The Star.

This is a wonderfully fertile market—and is completely and regularly covered by ONE newspaper—THE STAR.

The Evening Star

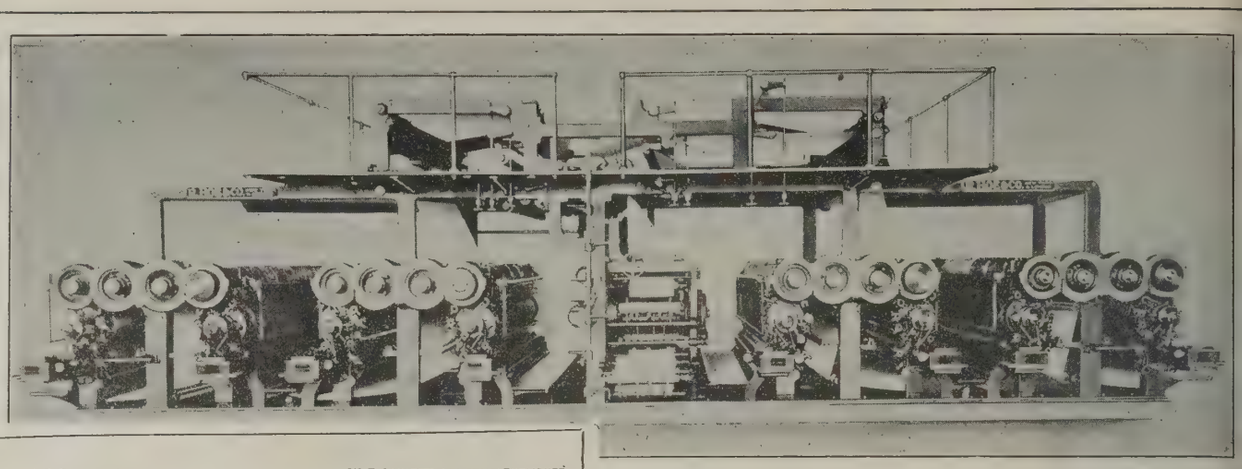
WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Member of The Associated Press

Eastern Representative
Dan A. Carroll
110 East 42nd Street
New York, N. Y.

Western Representative
J. E. Lutz
1110 Tower Building
Chicago, Ill.



One of the Hoe Superspeed Octuples in the new plant of The Scranton Times, which has eight of these 16-page units and two double Superspeed folders in line arrangement.

E. J. LYNETT, EDITOR AND PUBLISHER J. E. BRADLEY, GENERAL MANAGER W. R. LYNETT, ASSISTANT PUBLISHER

The Scranton Times

PENN AVENUE AT SPRUCE STREET
SCRANTON, PA.

April 22, 1927.

OFFICE OF THE PUBLISHER

R. Hoe & Company, Inc.,
504-520 Grand Street,
New York City, N.Y.

Attention: Mr. C. D. Peterson

Gentlemen:

The two Hoe Superspeed Octuple Presses placed in service by The Scranton Times as press room units of its recently completed plant have proved abundantly satisfactory in every way.

At one stage of its building construction, The Times, which had been using two sextuple machines in its old plant, was forced to place entire dependence on one reel-fed Octuple Superspeed for the reason that the building was not sufficiently advanced for the installation of remaining units. During this period it was able to operate that machine at the highest cylinder speeds claimed by you with remarkable success. Editions had never been so prompt in the old plant.

Both these machines were erected most expeditiously, going together with wrenches. The second was put on regular editions in one day less than three weeks after it was unloaded at Scranton. White waste in running these machines at the beginning was virtually nothing.

For day in and day out operation The Times gets production sufficient to meet its needs by running these machines at from 24,000 to 30,000 an hour. The machines have run as fast as 41,000 and The Times finds the reserve speed immensely valuable in emergencies and under special conditions. On straight runs the average production of The Times is 25,500 copies, collect runs 12,750 copies, per Octuple machine. Decuple operation is proportionately satisfactory.

The Times is entirely willing that persons interested in the performance of Hoe machinery be referred to it.

Very truly yours,

W R Lynett

Assistant Publisher.



"Abundantly Satisfactory"

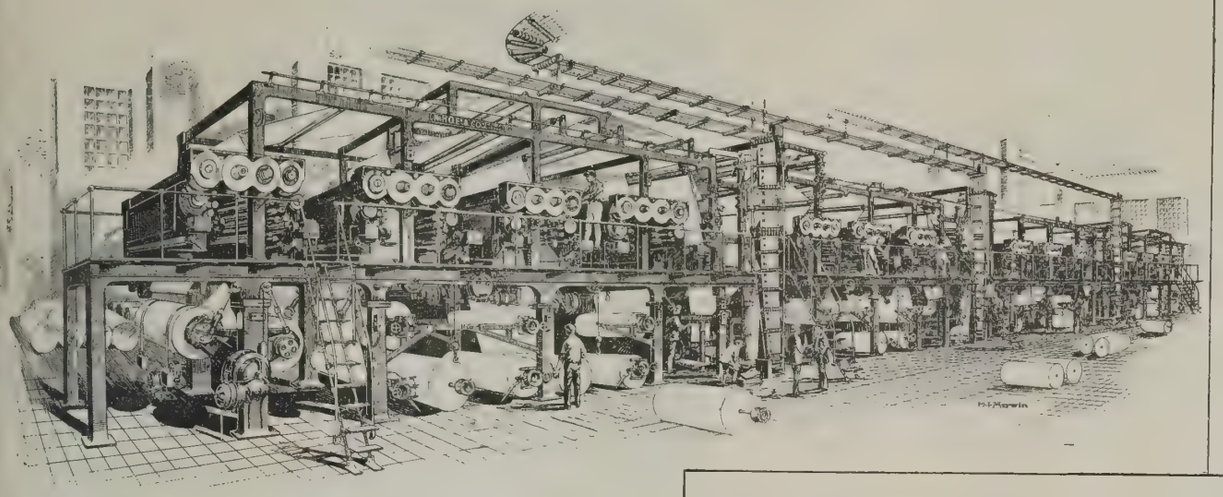
Mr. Lynett's letter tells an interesting story of speedy and untroubled installation, dependability in an emergency, exceptional speed, greater productivity and greatly decreased waste.

One of these Hoe Superspeed Octuples proved sufficient during installation not only to meet circulation needs that had been taxing the capacity of two Sextuple presses, but to actually improve edition time. These Octuples have been run as fast as 41,000 copies an hour and while The Times' ordinary needs are met by slower running speeds, the average net production is 25,500 copies an hour.

The Scranton Times, however, finds the reserve speed immensely valuable for emergencies or special conditions.

HOE PRESSES EXCEL IN SPEED, DEPENDABILITY, EASE AND ACCURACY OF OPERATION

R. HOE & CO., INC.



The Times new Hoe 14-Unit Press the largest machine of its type in the world.

"Complete Satisfaction"

This new Hoe 14-Unit Balcony Press was used to full capacity for the first time on December 17 last and The Times stated in its issue of December 20 that "the press operated perfectly and the edition was printed as easily and as quickly as smaller ones are handled, demonstrating its ability to deliver in a direct run 56-page papers in two sections at a maximum speed of 64,000 an hour."

The Times has ever been a leader in the installation of the best in printing machinery, installing the first Rotary Press in Connecticut in 1882, the first Stereotype Press in 1889, and the first Sextuple Press in 1899. Of course, all these were Hoe Presses.

Through the courtesy of the Hartford Times publishers are invited to call and inspect this remarkable new plant.



ESTABLISHED 1817.

The Hartford Times

PUBLISHED BY
THE BURR PRINTING CO.

HARTFORD, CONN.

April 22, 1927.

R. Hoe & Co., Inc.,
504 Grand St.,
New York, N. Y.

Gentlemen:-

It is a pleasure to be able to express to you our complete satisfaction with our new fourteen unit balcony design press. We had anticipated some difficulty in the printing of seven roll runs but we are agreeably surprised by the simplicity with which the machine handles these runs. We can say that the seven roll runs are accomplished with the same convenience and dispatch as is the case with the five and six roll runs.

The improved paper roll racks which we purchased from you are likewise fully satisfactory, giving a complete automatic tension without any attention from the press crew. It is surprising to us to note how few web breaks we have on the units equipped with this device.

Our editions this week have been as follows:

Monday	36 pages
Tuesday	40 "
Wednesday	40 "
Thursday	42 "
today (Friday)	54 "

The investment we have made in this remarkable fourteen unit machine is well warranted.

Very truly yours,

THE HARTFORD TIMES.

By Lorrett C. Willson

President.

EGW/R

HOE PRESSES ARE UNEQUALLED IN QUANTITY AND QUALITY OF OUTPUT

504 GRAND STREET, NEW YORK, N. Y.

LONDON DUNELLEN BOSTON CHICAGO
NEW ORLEANS SAN FRANSICCO

BUILDING NEWSPAPER CIRCULATION

Campaign in Rochester Ends with 6,000 Added to Home Delivery—Changing Make-Up Daily as Circulation Stunt—Vacation Trip Offers in Phoenix, Ariz.

A CIRCULATION campaign, conducted through its carrier organization, has just been completed by the *Rochester* (N. Y.) *Times-Union*, F. E. Tripp, general manager of the Gannett Newspapers told EDITOR & PUBLISHER this week in an interview in New York. Nearly 6,000 readers were added to the home delivered circulation, he said.

Termination of the campaign was celebrated at a banquet at the Hotel Seneca, attended by more than 320 news boys and at which prizes were distributed amounting to more than $7,800. The big winner among the boys took home a check for $250.

"With this campaign concluded we are now starting a second one in Rochester," Mr. Tripp said. "We have set 82,000 circulation as our goal."

The campaign was under the direction of H. Fenton, general circulation director of the Gannett Newspapers, and Frank Roberts, local circulation manager of the Times-Union.

A plan involving a daily change of make-up is being followed by James B. Clendenin, managing editor of the *Huntington* (W. Va.) *Evening Herald*, as a circulation stunt. The Evening Herald was started Feb. 28, by Dave Gideon, publisher of the *Huntington Herald-Dispatch*, morning paper, of which Mr. Clendenin is also managing editor.

The Evening Herald appears each day with a different style of front-page make-up. New head styles are discovered and used, principally for feature and lead stories. At least two ordinary standard "top" heads are always used, however.

Mr. Clendenin's idea is to have some surprise for his readers in the way of typography or display each day.

H. H. Fris, general manager of the *Phoenix* (Ariz.) *Gazette* is winning success with a free ten-day vacation trip proposition as a circulation builder.

He is offering his readers the choice of a trip from Phoenix to Long Beach, Cal. or to Los Angeles in exchange for 20 new yearly subscriptions.

When he announced his offer Mr. Fris declared in a signed statement:

"This circulation campaign is not a contest, game of chance, popularity voting, nor is it in any sense connected with any of the so-called circulation 'contests.'

"On the other hand, I believe it to be the most attractive summer vacation circulation offer ever made by any newspaper at any time."

No game of chance is connected with the offer. No closing date is mentioned.

Mr. Fris was for nine years a director of the International Circulation Managers Association and was connected with the *El Paso* (Tex.) *Herald* for 18 years, most of the time as circulation manager. He became associated with the Phoenix Gazette about two years ago.

The National Oratorical Contest on the Constitution which is being conducted by a group of newspapers is nearing the district eliminations. The national championships are scheduled to be held in Washington, D. C., on May 27.

The *New York Daily Mirror* cooperated with Sir Charles Higham, India Tea representative, in the latter's search for the oldest tea drinker in the United States. The Mirror has promised to pay the oldest tea tippler $500. The winner was to be announced Friday of this week.

Circulation manager E. D. Dolhenty of the *Worcester Telegram-Gazette* believes there is nothing so valuable for instilling loyalty into the carriers and street salesmen as occasional parties and he is constantly arranging for entertainment for his newsboys at theaters. Mr. Dolhenty's activities have the approval of parents for before he arranges any such gatherings the attractions are carefully scanned to insure that they are wholesome. Recently 80 boys and girls who sell the papers in Webster were given a party in Racicot Hall by Louis Blanchard, manager of the Webster agency. There was entertainment and boxing bouts and addresses by officials of the Telegram-Gazette circulation department. A feature of the program was music by an orchestra organized of Telegram-Gazette newsboys.

Harry A. Fitch, for the past five years assistant circulation manager of the *Springfield* (Ill.) *State Journal*, has resigned, to conduct a circulation building campaign business of his own, on the "Kid Built" plan.

The *Chicago Evening American* is offering its readers $10 a day for the best list of ten questions and answers for a "What Do You Know?" feature.

WARNS AGAINST READING CENSUS

Albany Telegram Declares City Officials Are Listing Readers

A canvass of Albany, N. Y., homes to determine what newspapers are being read is planned by leaders in the city administration as a political move, the *Albany* (N. Y.) *Sunday Telegram* warned its readers in a page one story. The Telegram opposes the present local government.

"No one is obliged to tell what newspaper comes into his home," says the Telegram warning. "This canvass is designed to punish those who read newspapers carrying on opposition to the city administration."

The paper then goes on to explain that the "punishment" will take the form of increased assessments. It was pointed out that the canvass is to be made by a member of the city board of assessment.

ILLINOIS PAPER SOLD

The *Forreston* (Ill.) *Journal*, operated the last eight years by Mrs. Susan Buckley, has been purchased by John J. Wagner and G. E. Terry, owners of the *Polo* (Ill.) *Tri-County News*. It will be continued by the new owners as a weekly with Miss Alice Steinhagen news editor. Mrs. Buckley had been connected with the Journal 16 years, succeeding her husband as a partner in the business and finally acquiring the plant.

THE PRESS AGENT GAME

TO EDITOR & PUBLISHER: Knowing your interest in the game of the free publicity agencies, I am sure you will be interested in this:

A well known publicity organization—the name is of no importance—sent me a lot of recommendations of its service from patrons. Here is an excerpt from one concern to another, the first being a patron of the publicity agency and the other being a prospect:

"I am glad to hear that you are contemplating general publicity. It seems to me that the opportunity for investment in this manner is *much greater than the usual expenditures for display advertising.*"

The italics are mine.

But doesn't it show what boobs we are to give away so much of the only commodity we have to sell that publicity agencies have convinced some advertisers that they can get more free than they can get by purchase?

WILLIAM C. EDWARDS,
Editor, *Denton* (Tex.) *Record-Chronicle*.



CRASH. Lieut. Commander Noel Davis, U. S. N. and Lieut. Stanton H. Wooster, plunged to death when the plane they were grooming for a New York-Paris flight fell in a swampy field near Messick, Va.

Lifts from Life —delivered warm

PICTURES convey and convince, instruct and inspire, dispel doubt and establish certainty, satisfy because of their truth and certainty. Inch for inch your newspaper cannot carry more worthwhile news matter than pictures.

Check the big stories your paper carried and see if P & A *news* pictures couldn't have helped you on these stories.

Full information about P & A photo and mat services will interest you. Write, wire or phone the nearest office.

PACIFIC & ATLANTIC PHOTOS, Inc.

Home Office: 25 Park Place, New York

CHICAGO · BOSTON · SEATTLE · PHILADELPHIA
WASHINGTON · LOS ANGELES · SAN FRANCISCO · ST. LOUIS
ATLANTA · CLEVELAND · LONDON · PARIS · BERLIN

"Curses on Our Fatal Beauty!"

So raved the much pursued blond heroine in the old-fashioned dramas. And, in a way, we are forced to blush, and with a smile say the same thing on reading such a letter as this:

> "There's only one trouble about the Courant. It's too darned interesting. It keeps me from my housework until I read it all—and my husband complains that he just couldn't think of starting his morning's work without running through the Courant from first page to last."

Translating this very human letter from one of our readers simply means that the Courant has an excess of reader interest . . . and reader interest means, of course, *reader confidence.*

The Hartford Courant strikes that happy medium between the cold heartless daily of our great polyglot metropolis and the simple chronicle of daily lives as lived in a typical New England city.

It is the friend of its readers; its readers are its friends.

And so it brings friendship for those who, through its advertising columns, use it as a mouth piece. It lends to products thus presented, the intense favorable light of its own standing, its prestige with its readers. If they see it in the Courant it must be good.

Remember one thing: *All the circulation in the world won't gain sales volume if you can't get your story over.* And the thing that will aid most in getting it over is the innate reader confidence of the paper you use.

—The Courant has IT!

THE COURANT

—at Hartford, Conn.

NEW CLUB TO SUPERVISE ST. LOUIS ADVERTISING

Industrial Club to Promote Business Welfare of City with $1,000,000 Fund to Be Spread Over Four Years

The Industrial Club of St. Louis has been organized to promote the industrial welfare of that City and its industrial district, through a fund of $1,000,000 to be used over a period of four years. The activities of the Club include the taking over, by a special committee, of the Municipal Advertising Campaign, which has been operated for seven years by a joint appropriation from the City of St. Louis and business interests.

The other activities of the Industrial Club follow:

Sponsoring of the Industrial Bureau with an adequate budget.

Selection of a director and an operating staff for the Industrial Bureau to be under the supervision of an advisory committee of six from the membership of the Industrial Club.

Raising of a fund of $1,000,000, to be spent in a four-year program of organized development of St. Louis.

The supervision, by a finance committee of the Industrial Club, of expenditure of this fund.

Appointment of a committee by the Industrial Club to determine and supervise its relation with the Chamber of Commerce and other organizations interested in furthering the industrial and social development of the city's industrial district, in order that useless duplication of effort may be avoided and the work of such organizations concentrated on the accomplishment of specific results.

Thomas N. Dysart, of Knight, Dysart & Gamble, investment brokers, is president of the Industrial Club of St. Louis. The first contribution, $50,000, came from Charles Rebstock, who gave $1,000,000 to Washington University last year.

The annual report of the Municipal Advertising Committee, as issued by F. W. A. Vesper, chairman for next year, shows that of 41 new industries which have located in St. Louis the last year, 11 are directly traceable to the Municipal advertising campaign.

The steady growth of St. Louis as an industrial center since inception of the campaign seven years ago is set forth in the report.

"During the last seven years 222 new industries in 12 lines have come to St. Louis," the report says. "Of these, 74 came as a direct or indirect result of the advertising. Results of the advertising program have caused more than 50 other large cities to follow the example.

"Almost every line of manufacture is now represented in St. Louis. The city has nearly 4,000 industries in 211 kinds of business. Because of the diversity of its industries, no depression in any one line can affect the prosperity of the city. United States Government statistics show that during the period of advertising, St. Louis has advanced steadily in the number of workmen employed, amount of wages paid and value of products manufactured, while almost all other industrial cities showed losses."

W. R. HARTPENCE

Editor Who Hired James Whitcomb Riley Dies at 88

William R. Hartpence, 88, a Civil war veteran and former newspaper editor who employed James Whitcomb Riley as "printers' devil" in the plant of the *Greenfield* (Ind.) *News,* died April 14, in Long Beach, Cal., where he had resided for the past nine years.

Mr. Hartpence began his newspaper career as office boy for an Indianapolis paper, and later became editor of the *Harrison* (O.) *News,* and the Greenfield (Ind.) *News.*

He was author of a book, "Recollections of James Whitcomb Riley."

PREPARING FOR MANEUVERS

Elaborate plans have been made by General Preston Brown of Boston, Mass., commanding officer of the First Corps Army Area, to take care of the newspaper correspondents at the big Army-Navy maneuvers in Narragansett Bay, May 16-21. The combined Atlantic and Pacific fleets will storm the New England coast. War-time regulations will be in force with brassards and credentials and special facilities for writing and filing stories by telephone and telegraph.

Obituary

MISS MARGARET R. O'NEILL, sister of John J. O'Neill, editor of the *Brooklyn Eagle's* Sunday Magazine, died on April 15, at her home in Queens Village, after a very brief illness.

A. B. HANCOCK, 74, for many years editor of the *Newman* (Ill.) *News,* died April 20 following a long illness after an attack of paralysis. The wife and two daughters survive. Funeral services were held April 22.

IRVING J. FRENCH, New England representative of the McCall Company and a member of the New England Advertising Club, died at his home in Newton, Mass., April 18 of heart disease.

MRS. CAROLINE HALL WASHBURN, 84, society editor at various periods for the *Boston* (Mass.) *Globe, Herald* and *American,* died at Forest Park, Ill., April 17. She was long identified with Boston newspapers.

FREDERICK W. ACKERMAN, 26, New York newspaper man, died recently at Fredericksburg, Va., after an illness of two months. Prior to going to Fredericksburg, Ackerman was employed by the *New York Times.*

EDGAR OSBORNE, chairman and managing director of Osborne-Peacock, Ltd., advertising agents and contractors of Manchester, England, died recently. He founded the agency, which handles campaigns for several national products, 20 years ago.

MRS. ELLA F. WILEY, widow of Ingram Wiley, and mother of W. F. Wiley, general manager of the *Cincinnati Enquirer,* died in East Walnut Hills, that city, April 18.

MOSES F. HOPKINS, 61, former staff writer on the *Detroit Tribune, Detroit News* and *Detroit Free Press,* died at his home in Dearborn, Mich., last week. His newspaper career began in Grand Haven, Mich., and he was later Washington correspondent for the *Grand Rapids Herald.* In 1897 he came to Detroit and joined the staff of the old Tribune. When that paper went out of existence he joined the News staff, and still later joined the Free Press, where he served as a political writer for several years.

WILL A. MAYHEW, JR., 44, editor of the *Clinton* (Wis.) *Times-Observer,* member of a pioneer Clinton family, died April 20 after several months' illness. His widow will continue publication of the paper.

BEN H. DIETRICH, circulation manager, *Los Angeles* (Cal.) *Times* in the harbor district since 1916, died recently at his home in San Pedro, following an attack of bronchial pneumonia.

JOSHUA S. SMITH, 82, newspaper publisher, died at his home in Rockland, Mass., last week. Mr. Smith learned the printer's trade as an apprentice on the old *Vinyard* (Mass.) *Gazette.* Later he located with the *Abington* (Mass.) *Standard* now known as the *Rockland Standard.* A few years later he purchased the paper and became its publisher. He is survived by a wife, a son and two daughters.

GERRIT SMITH STANTON, 81, retired newspaperman, died last Sunday morning in New York from pneumonia. He was the only surviving son of Henry Brewster Stanton, direct descendant of Henry Brewster, of the Mayflower, and of Elizabeth Cady Stanton, pioneer suffragist. He was at one time on the editorial staff of the old *New York Sun.*

NEWSPAPERS WHICH DOMINATE THE FIELD

in

SOUTHWESTERN PENNSYLVANIA

(OUTSIDE OF PITTSBURGH)

The center of the largest industrial, coal and agricultural communities of the country.

THE OBSERVER *morning*

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With a combined circulation of 32,000 the national advertiser cannot afford to miss the opportunities offered by these four newspapers which thoroughly cover Washington, Greene and Beaver counties in Southwestern Pennsylvania.

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While in New York

see the

Metropolitan Dry Mat

being used on the editions of

THE AMERICAN
THE JOURNAL
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Compare results with those of other dry mats.

Note specially that METROPOLITAN dry mats require less than half the amount of packing necessary with dry mats of other make.

The labor and time saved in this single operation makes the METROPOLITAN not only the cheapest dry mat but the only one wholly satisfactory for the big plant.

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WOOD FLONG CORPORATION

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N. B. *Information regarding WOOD DRY MATS and equipment may be obtained at our exhibit Mezzanine Floor, Waldorf-Astoria, during the Convention.*

WOMEN IN ADVERTISING AND JOURNALISM

Mrs. Garrison Publishes Paper from Basement of Her Home — Miss Ruth Dietz Is Managing Editor for a Day—Newspaper Romance Ends in Bed-Side Wedding

INTRODUCING the owner, editor, reporter, business manager, circulation manager, advertising manager, printer and delivery department of the *Washington Township* (Mo.) *Independent* and the *Marlborough* (Mo.) *News*, Mrs. Nellie E. Garrison is that and more.



MRS. NELLIE GARRISON

When she is not busy getting out her newspapers, Mrs. Garrison does housekeeping and job printing. The print shop and newspaper plant is in the basement of her home. From that source 3,000 subscribers get news of interest to the community.

Mrs. Garrison delivers the papers each week in her motor car. Besides being an editor and publisher, Mrs. Garrison is a poet and at one time was a regular contributor to *Collier's Weekly*.

Miss Ruth Dietz, who is secretary to Irving K. Stone, president of the Duplex Printing Press Company, was given a a chance the other day to find out what it was like to edit the copy her boss's presses print.

The Business and Professional Woman's Club of Battle Creek, Mich., took charge of the publication of the *Battle Creek, Enquirer and News* on April 16, and Miss Dietz was appointed managing editor.



RUTH DIETZ

Miss Dietz herself described the event as "an expression of feminism."

"There is a feeling among thinking women that there is something more to feminism than the privilege of smoking cigarettes and bobbing hair," she said.

The managing editor for the day played up local news, saying that there are many facts about the home city to be learned.

"We wanted to give an impression of neighborliness," she explained. "There are so many interesting and refreshing happenings that we unconsciously relegated crime news to second place."

A wedding which recently took place in the South Baltimore General Hospital, Baltimore, was the culmination of a real newspaper office romance. It began in the office of the *Baltimore Evening Sun*.

The principals were: Bride, Miss Jean Taylor Dawson, reporter on the local staff of the Evening Sun and bridegroom: A. Paul Menton, sports editor of the Evening Sun.

The scene of the ceremony was a private room of the hospital. The bridegroom made his responses from a sick bed.

Mr. Menton's illness was not dangerous and he had left the hospital and started on his honeymoon with his bride a few days after the ceremony.

The bedside ceremony was performed because both parties preferred having the ceremony performed on the day they had fixed for it weeks before to postponing it. They had planned a church wedding in Williamsport, Pa., the home of the bride for April 18, Easter Monday.

Elizabeth Forman, author of "Cook Book Carols," a series of rhymed recipes now running in the *New York Telegram*, left New York on April 26 on a four months' business trip to the Canadian Northwest and California, where she will gather information for newspaper and magazine features. Miss Forman was formerly for seven years with the *St. Paul Pioneer-Press* as motion picture and dramatic critic and society editor. For the past few years she has been a free lance writer in New York.

Miss Florence Greiser has been appointed rotogravure advertising manager of the *Miami Daily News*.

CHICAGO TYPO RECALLS EARLY SPEED CONTEST

Green of Boston Standard Defeated Taylor of Denver by Setting 70,700 Ems in Seven Hours

Thomas Griffin of the *Chicago Herald and Examiner* composing room staff, who can refer to "away back when," is still in active service, and meeting the demands of present day composing room conditions, states *The Linotype News*.

Mr. Griffin has a photograph of a group of operators who contested in the composing room of the old *Chicago Dispatch* on Nov. 24, 1895.

The contest was between George W. Green of the *Boston Standard* and Eugene W. Taylor of the *Rocky Mountain News*, Denver. Many operators from other cities crowded the composing room of the Dispatch, and at no time were there less than 150 around both operators while they worked at the keyboards.

Mr. Green had a record of 13,100 ems of solid agate in an hour on a thirteen and a half em slug. Mr. Taylor had also done well, having turned out 76,300 ems of solid minion in eight hours on a thirteen em slug.

Mr. Taylor was accompanied by Burns Mantle and Ralph B. Tyler, both of them of Denver. Fred J. Naylor, then machinist on the *Boston Globe*, accompanied Mr. Green.

The articles of agreement for the contest stipulated that the Linotypes to be used were those known as "Brooklyn machines"; the type face to be 6 Point No. 2 on a thirteen and a half em slug, and the latter to measure .084 of an inch in thickness. The speed of the machines was to be eighty-eight revolutions per minute.

The outcome was that George W. Green set 70,700 ems in seven hours, corrected matter, of solid nonpareil. Eugene W. Taylor's string measured 64.027 ems.

From a copy of the Chicago Dispatch, dated Nov. 25, 1895, on file in the Chicago Public Library, the following is quoted:

"From the start Green began to lead. While his handling of the keyboard would induce an outsider to believe he is not so rapid as Taylor, still the result shows the reverse . . . The gross amount composed by Green was 78,700 ems. The proofs were read by Frank Skinner, who also made a record for rapid work in keeping up with the operators.

"To more readily understand the remarkable work of the winner, it may be said that his net total of 70,700 ems is the equivalent of nearly ten and a half columns of the Dispatch, or about a page and a half. Green's net average was 10,100 ems an hour, and Taylor's 9,146."

Fred Hildmann, the Dispatch machinist, tuned up the Linotypes used, and gave his personal attention to the machines used by Mr. Taylor during the contest.



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Booth Newspaper Circulation is Home Delivered

The Booth newspapers offer concentrated circulation coverage of the eight principal Michigan Markets outside of Detroit. The net paid city delivery alone, is greater in each market than the total number of families.

The Booth newspapers have a total net paid circulation of over 260,000 daily and are read every evening in nearly every home in each of these cities and adjacent towns.

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Jackson Citizen Patriot — Muskegon Chronicle

Bay City Times Tribune — Ann Arbor Times News

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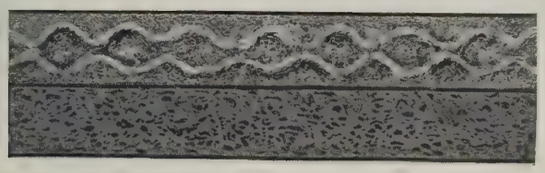
THE BOOTH PUBLISHING CO.

"IMPRESSION ON ROTARY PRESS RUNNING AT SPEED"

The technical queries and replies in the issues of *The Newspaper World* for August 7 and 14, relating to the loss of impression on a rotary press when running at speed, have brought some interesting comments from Mr. Theodore T. Ellis, president of the New England Newspaper Supply Co., who are the manufacturers of automatic felt, oil-proof face rubber, and monocork blankets. To illustrate more clearly the points that he makes, Mr. Ellis has sent photographs showing the variation in the thickness of blankets under compression.

Mr. Ellis writes:

"The answer given to query No. 158 of August 7 attributes it in part to faulty engineering or building of the machine, faulty blanketing or high



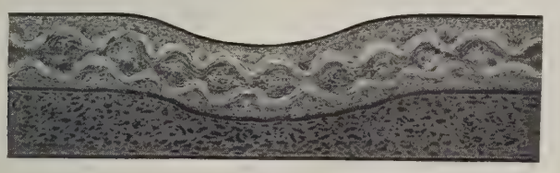
No. 1

plates, and recommends the adding of impression while the machine is running. Query No. 163, of August 14, is answered by stating that the loss of impression is due to the acceleration itself and not due to blanketing, etc. Further, that it is due to the reduction of the period contact between plate and paper. This theory is wrong.

"The answer to No. 158 is nearer correct, except that it is not faulty engineering or machine building, and the recommendation of increasing impression while the machine is in operation is dangerous and unnecessary.

"There are two reasons for loss of impression as the speed increases. One is worn cylinder bearings, the other is the whip of the cylinders or centrifugal throw. I have seen hundreds of cylinder bearings worn from .010in. to .045in., and the natural result is, as the speed increases, the cylinder will revolve in the orbit of least resistance or away from pressure contact point between the plate and the impression cylinder, and the wear in the cylinder bearings is always away from the point of contact.

"Centrifugal throw is not apparent up to 10,000 revolutions (or 20,000 papers) per hour. Beyond that speed or from 10,000 to 20,000 revolutions per 20,000 to 40,000 papers) per hour, the centrifugal throw does not exceed at the maximum speed of 40,000 papers per hour .005in. at the



No. 2

greatest point of the throw, which is in the middle of the cylinder, and this only applies to four-plate wide machines.

"Faulty Blanketing.—Blankets may be faulty because they are unsuitable for the work they are called upon to produce, or unsuitable in their texture or material for the use to which they are put. The woolen blanket: may be a beautiful piece of goods, primarily designed to be used in cotton mills to cover spinning rolls, where no pressure is applied to it. This is entirely unsuitable for a printing press, as it is too compressible under printing pressure. The compressibility of this style of blanketing varies according to thickness from .015in. to .035in., and this variation is far beyond the impression required on rotaries.

"A blanket of this character compresses gradually while the machine is in operation, and this is one of the main reasons for loss of impression, and not increase in speed. Nor will a firm rubber underneath blanket overcome this trouble. It makes it worse, and if a soft rubber blanket be used it then obtain poor and indistinct printing.

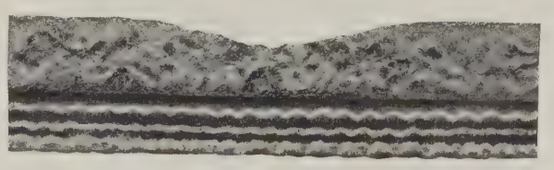
"A hard rubber blanket of quick resiliency, covered with a soft woolen blanket, is, perhaps, the most unsuitable blanketing that can be used on a rotary newspaper printing machine, because when the soft woolen blanket is compressed to its printing point the hard, quick, resilient bottom blanket then accepts the full blow of the printing plates at each revolution of the cylinders and causes a streak or stripe to appear in the printing. It also causes a continuous vibration in the machine that produces a wear on the surface of the printing plates after a comparatively few thousand impressions, and this continuous blow and vibration is one of the principal reasons for broken gears and other accidents to the machine itself.

"The above are causes and effects, and now for the remedy for centrifugal throw, worn bearings—within reason—say, up to .015in., and uneven plates. These three factors are all related in that they have a direct effect in the efficient operation of the machine, and the good appearance of the product, and they are generally associated together to some extent in all high-speed machines.

"The remedy is so to blanket the machine that it will neutralize any or all the three factors and create an operating condition that will follow the cylinders as they back away, due to worn cylinder bearings, to compensate for the centrifugal throw and absorb the pressure of uneven, high, or out-of-true plates.

"To do this it is necessary to have a blanket (or a combination of blankets) that will force itself out as the cylinders back away from each other and compress itself to meet the condition of high, uneven plates or excessive impression.

"This resistance to, and absorption of, impression must be inherent in the bottom blanket, and the bottom blanket, to function in this manner, must be semi-plastic and of slow resiliency. By slow resiliency is meant that the blanket will not recover during the time it takes for the cylinder to make a revolution at a speed of 30 turns per minute. The bottom blanket must also have great compressibility—a compressibility of 50 to 60 per cent that will make for complete recovery within 15 to 30 seconds. Then, if you use for a top woolen blanket 'a blanket that is harder than the bottom blanket' with a compression or printing point only .008in. to .010in. below the surface, and your impression is adjusted to meet the maximum throw and backing-up of the cylinders, you create a fixed condition that overcomes the queries Nos. 158 and 163.

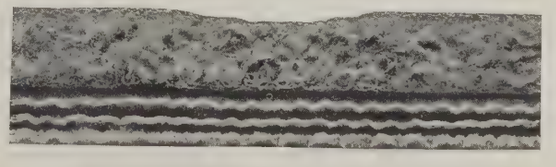


No. 3

"The blankets that will create this fixed condition are the monocork bottom blanket and the automatic re-pressed felt (or woolen) blanket. The reference to a semi-plastic, semi-resilient bottom blanket with great compressibility and a semi-hard top or woolen blanket with a high compression or printing point near the surface that is smooth and self-cleansing, is not a new theory, but an adopted practice by practically all the large newspapers of the world and accepted by printing machine engineers and builders as fundamentally correct.

"A better way to explain this principle is to refer to the illustrations Nos. 1, 2, 3 and 4. No. 1 represents the method of blanketing a cylinder with the monocork bottom blanket and the automatic top blanket. No. 2 shows how excessive impression is transmitted through the semi-hard top blanket and absorbed by the semi-plastic bottom blanket. No. 1 again shows, after this strain, the complete recovery and the return to the original condition. By this method fixed conditions are maintained under practically all unusual conditions encountered in the operation of rotary printing machines.

"No. 3 shows the effect produced when the top blanket is softer than the bottom blanket, and No. 4 shows the uneven surface even after the blanket has been sponged up.



No. 4

"The question will be asked: How does monocork meet the conditions complained of, and what are the qualities it possesses that are seemingly so contradictory?

"The answer is, monocork has one distinctive feature that is invaluable as an aid to good printing, and this feature is the pressure-resisting nature of the composition. It is like a powerful spring of low temper (semi-plastic). It accepts pressure instead of resisting or crawling away from it, and, like a spring, as soon as the pressure is released it returns to its original position or thickness."

Automatic Felt Blankets

SOMETH

THIS ARTICLE, for the first time, furnishes information to the general public concerning factors that were ever present in a rotary newspaper printing press and how conditions were improved to make high speed, and the printing of any number of pages at one time possible.

To understand these factors, it is necessary to know of the severe grind that is going on between the plate and impression cylinder. The surface of the previously used blanket was rough—the weave of the tympan cloth was coarse and uneven, and the newsprint paper used was and is of varying density and surface structure—the impression cylinder had a speed different from the plate cylinder.

When you consider that an inelastic paper was impressed between two cylinders traveling at different speeds, one cylinder covered with a rough, uneven woolen blanket or cotton tympan cloth and the other cylinder carrying metal plates with sharp type faces, also uneven, you can realize how restricted was the margin which made it possible to run newspaper printing presses at a reasonable speed.

Illustration A represents a magnified surface view of a fine quality woolen printers' blanket.

Illustration B represents a magnified view of tympan cloth of a grade commonly used.

Illustration C represents a magnified view of the surface of newsprint paper in general use.

In adition to these factors are the strains imposed on the paper in printing and transmitted through the paper to the blanket surface.

There are four plates that come in contact with the blanket on every revolution of the cylinders. On the surface of the plate there are eight columns with aproximately 300 lines to the column of solid set type, each line of type has about 30 letters in it and each letter has more than 4 angles to it. Multiply 4x30x300x8x4, and it gives you 1,152,000 different angles that are impressed on the blanket surface with every revolution of the cylinder, beside the sharp column and head rules. This is about the average number of angles, and they may be reduced by large type and open space.

Due to these numerous angles, there are always four movements simultaneously taking place, but constantly shifting, on the paper being printed and on the blanket.

The movements are compression or the imbedding of the plate into the blanket cylinder, also known as impression, and this movement is the regulating force that causes the ink to transfer from the plate to the paper in printing.

The second movement is a rotary or calender motion. The calender motion is caused by the blanket cylinder being larger than the plate cylinder, and while this calender motion places a heavy strain on the paper and blanket, it is necessary because the blanket cylinder must be the larger to assure sufficient paper being drawn from the roll to meet the requirements of the plate cylinder.

The difference between the plate and impression cylinders, when the latter is only ⅛" larger than the former in circumference, causes the impression cylinder to travel almost six miles more than the plate cylinder, while six million papers are being printed, or an average of one mile of drag per million papers printed.

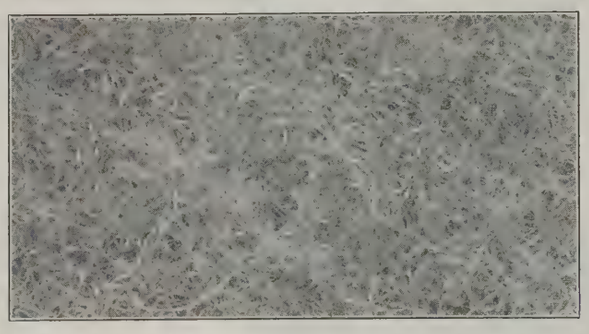
This is the equivalent of dragging six miles of plates with their sharp type faces, and under heavy pressure, across every part of the face of the blanket, and the more papers you print and the larger the impression cylinder is, as compared with the plate cylinder, the greater the strain and further is the drag.

The smooth, slippery nature of the coating prevents the type faces from getting hold and tearing or chafing the blanket surface as they formerly did.

This is one of the fundamentals discovered by the writer over twenty years ago, and it was the reason back of the invention of the re-pressed felt blanket, and it was likewise the reason for attaching the Automatic facing to the blanket in such a way that it could move to meet this drag and other strains imposed on the blanket.

The third and fourth motions are across the surface of the blanket, and they are caused by the diverging and converging lines of the angles of the type faces. They exert a side swaying and at the same time a pushing together and pulling apart strain on the surface of the blanket. The strain created by the multiplicity of these movements is shown in the center illustration. The black dotted lines radiating from the words High Speed Automatic Efficiency Blanket show the angles of the strains.

ILLUSTRATION A



Surface view of fine quality Felt Blanket magnified ten times.



Surface view of N newspa

Newspaper Printing Problems

New angles of strain are imposed on the blanket's surface as the plates are changed, as no two type pages are ever alike. Newsprint paper is inelastic and the angle of a strain was and is transmitted through the paper to the blanket. Newsprint paper is comaratively rough (see illustration C). Its rough surface and slight movement was the cause of frictional wear on the surface of the woolen blanket.

Due to the inelasticity of the paper, the slightest excess strain would cause the paper to break.

Combine all these strains together—consider that these strains are applied to the paper only once, but that they are applied to the blanket 200 to 300 times per minute and for millions of times—add to them blanket cylinders of different diameters, travelling at different periphial speeds and with a different periphial speed from the plate cylinders, also add an unevenly worn blanket surface caused by frictional wear and a constant change in the thickness and density of the blanket as it packed down in use, or swelled up by the absorption of moisture and you have the reasons for the uncertain operating conditions that previously were so prevalent in all newspaper pressrooms before the invention of the Automatic Blanket.

The problem was a serious one from the point of expense, delay and indifferent work produced.

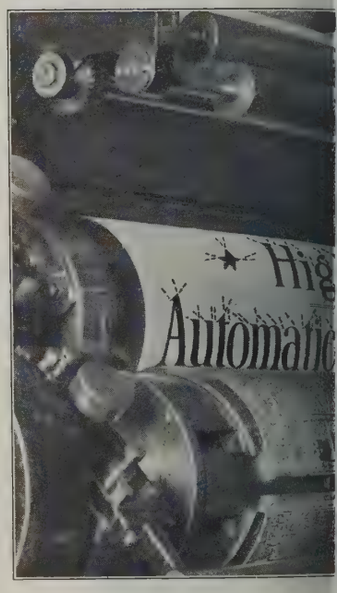
There was an average of 3 per cent for pressroom printed waste.

The average press production was 12,000 to 14,000 per hour on papers of 12 to 20 pages. On larger size papers, the average production was less and the waste percentage more.

It required thirty minutes each shift to get the press ready to start, break out the sheets, change tympan cloths, thread up the sheets, etc.

Tympan cloths were changed every shift to produce clean printing, requiring sixteen yards per shift, or 4,800 yards for each octuple press per year.

Every day, and in some instances two, three or more times a day, impression had to be changed to meet the ever changing conditions. This shifting of the relative position of the cylinders caused the bearings to soon wear out and it was the direct cause of many broken presses.



The tearing strain on the surfa from the letters "HIGH



Side view looking into surface is attached

The New Englan
Worceste
Cable Address—NI

Cutting Rubbers and PressTapes

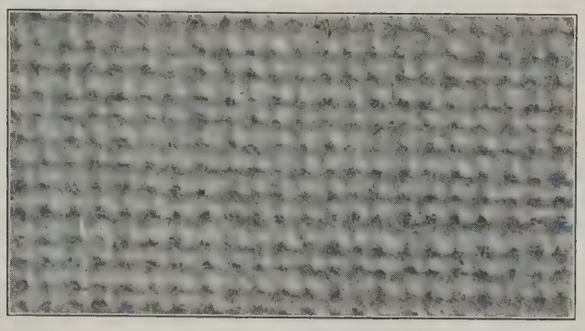
Repressed Felt Blankets

G NEW!



sed by the largest
times.

ILLUSTRATION B



Surface view of good grade Tympan Cloth, previously in general use, magnified ten times.



ted by the black lines radiating
EFFICIENCY BLANKET"



ving how the automatic
magnified five times.

How the Problems Were Solved

PROBLEMS understood only after twenty-five years of study. Simplified they present these facts:

First, all plate and impression cylinders, no matter how many units are coupled together, should travel at the same speed.

Second, the impression cylinder surface (blankets) should remain constant in thickness and density to eliminate frequent change of impression.

Third, the blankets should have a surface that will stand the tearing strain imposed on them.

Fourth, the coating should be of such a nature that it will not wear the face of the plates and itself be resistant to frictional wear, allowing the paper to slip, thereby preventing paper breaks between the cylinders.

Fifth, better printing was desired and should be produced.

The first step was the invention of the repressed Felt blanket. The characteristics of this blanket are its density and closely felted body. These features brought the compression point so close to the surface of the blanket that 11-1000", or about the thickness of four sheets of newsprint paper, was the greatest depth it was ever necessary to go into the blanket to get sharp printing. The great density of the blanket prevented it from packing down or losing much of its original thickness, and its close felting prevented unusual stretch.

The blanket in use prior to the repressed felt had a soft density and a compression or printing point 35-1000" below the surface of the blanket. This made it necessary to drive the face of the plate into the blanket one-third of the blanket's thickness to get fair printing. It also caused the blanket to lose one-third of its original thickness in a very short time, and this change in the thickness of the blanket constantly varied and caused a continual change in the circumference of the impression cylinder and a variation in the periphial speed of the paper.

The repressed felt blanket was an important invention because it gave the pressman a means to control the speed of the paper through the press that heretofore had been lacking, but it was subject to the same strains and wear. It required the use of a tympan cloth and its surface was not adapted to produce fine printing. The surface structure, magnified ten times, is shown by the Illustration marked A.

THE FINAL SOLUTION

The final solution was the Automatic Blanket. The genesis of the Automatic Blanket was found in a celluloid automobile wind-shield. This celluloid wind-shield was first used as a top packing on a newspaper magazine press to pull chalk overlay proofs from for pictorial newspaper work. Two years of experimenting followed to find the proper way to attach this celluloid to a repressed felt blanket and to so modify the hard, brittle celluloid so it would stand the cutting effect of the sharp type face of the plates plus impression and angle strains.

Castor oil was used as the emollient to soften and keep plastic the nitro-cellulose that was substituted for the celluloid and a way was found to give the nitro-cellulose the same elasticity as the felt body portion of the blanket.

The only problem left was the method of attachment, and it was found that by floating the nitro-cellulose compound on the surface of the blanket in such a way as to cause it to surround and adhere to the surface fibres of the felt blanket (see Illustration A) it could be so firmly attached that the face would not peel off or separate for millions of impressions and at the same time, the face could shift and swing to meet the ever changing angle of impact it was subject to.

The illustration marked D shows the method and how firmly the Automatic face is anchored to the surface fibres of the repressed felt blanket to produce, as it does, an article that has revolutionized newspaper printing all over the world.

It has saved millions of dollars in waste paper and millions of yards of cotton cloth, reduced the labor of getting the presses ready to start on the edition and prevented many accidents to the men by the elimination of paper breaks between the cylinders. It has increased average press production of 10,000 to 12,000 per hour to 15,000 to 22,000 and more, and finally it has improved printing fully 50 per cent.

For the past two years experiments have been made to improve the Automatic Blanket.

Chemical engineers of the highest standing have been consulted to improve the coating on the blanket. A new formula has been worked out and a new process of applying the coating devised. The result is an improvement of 50 per cent in the general efficiency of the automatic surface. The woolen body portion of the blanket has been improved by increasing the density, to prevent compression. The tensile strength has been increased on heavy gauged blankets, from an average of 125 lbs. to 250 lbs. on a Scott tester with a one-inch grab test.

In order to obtain these results, new methods of weaving, fulling and finishing were developed and special machinery installed. The total process from beginning to end is slow and exacting, and it cannot be otherwise when it is realized that blankets are made with a tolerance of only .002" and for a certain specific purpose.

This is the new High Speed Efficiency Blanket now offered to the trade.

Efficiency—What does it mean on a high speed octuple press? Figure the operating cost of blankets on a per diem basis as follows:—The press prints, 50,000 per day for 150 days, or 7,500,000 papers. The cost of the new High Speed Blanket is on an average of $3.25 per day per octuple set of 16 blankets, or about one-half the daily wage of one of the employes, and for this cost of $3.25 per day you obtain 25 per cent increase in the efficiency of a $60,000 machine. You save many times the cost in waste paper. Power consumption is reduced and labor is lightened. But this is not all, because, while $3.25 per day represents the blanket cost of the Efficiency Blanket, the cost of the old style blanket plus tympan cloth would be greater by far as the tympan cost alone would be almost as much as the Efficiency Blanket cost.

The increased cost of the Efficiency Blanket as compared with the present Automatic Blanket is 25c per day per octuple press, requiring 16 blankets as the present blanket is good for 50,000 per day for 120 days. There is no other comparison to be made because the new blanket will produce better printing, increase production and save waste paper.

We are not in full production, and orders can only be accepted subject to the goods being in stock.

paper Supply Co.
J. S. A.
er, Mass., U. S. A.

Oil Proof Face Rubber Blankets

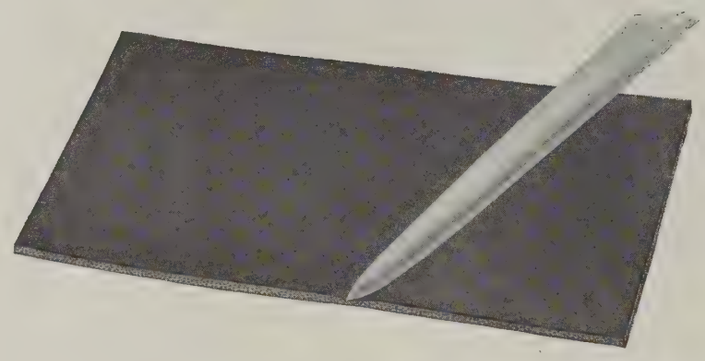
Automatic Felt Blankets

"QUALITY GOODS ONLY"

Repressed Felt Blankets

The Monocork Blanket

(PATENTED)



NOTE THE GREAT RESILIENCY!

New Features!

MONOCORK will compensate for unusual pressure caused by uneven plates, heavy impression or worn bearings.

MONOCORK is designed to absorb vibration. Eliminate vibration and you prevent plates from working loose on the cylinders, broken gears and stagger stripes.

MONOCORK will compress under excess strain to one-half of its original thickness and completely recover to its original thickness as soon as the strain is released. This feature is a valuable aid in preventing injury to the top blanket, caused by paper winds.

Used as a bottom blanket under the Automatic Felt Blanket, it provides the proper density to produce fine printing and it does not wear the plates.

MONOCORK will not harden up under any condition. It always remains soft and pliable. Oil has no effect on it whatever. The interstices of the fabric facings are filled with a resilient compound that adds to the strength of the blanket and prevents slipping between the top and bottom blankets as well as creeping on the cylinders.

MONOCORK will meet every requirement for newspaper printing with no loss of impression or throw off at the highest speed.

The invention of, and patented by a practical web-pressman, who understands press-room conditions and how to meet them.

Patented May 22, 1917—1,227,557; March 11, 1919—1,296,782.

Manufactured by

New England Newspaper Supply Co.

CONSOLIDATED

New England Fibre Blanket Co.

25 Foster Street - - Worcester, Mass., U. S. A.

Cutting Rubbers and Press Tapes

Cable Address—NENSCO, Worcester, Mass., U. S. A.

Oil Proof Face Rubber Blankets

U. P. FIELD REPRESENTATIVES REPORT BIG EXPANSION DURING PAST YEAR

FIELD representatives of the United Press Associations from every section of the country came to New York



Hugh Baillie

s week to attend the 20th anniversary nquet. All presented optimistic reports, cording to Hugh Baillie, general busiss manager.

"Reports made this week by our busiss representatives here in New York our 20th anniversary show that the ited Press is in a stronger position n ever before," he said.

"In the middle west, for instance, acding to Gilbert M. Clayton, assistant siness manager who makes his headarters in Chicago, we now serve more n 50 per cent of the afternoon newspers. "Not only have we made rapid wth in number of clients served but expansion of leased wires has been ticularly rapid. Probably the most portant step we have taken in the idle west in recent months has been development of the middle western ble trunk connecting with Chicago h important news centers as Indianlis, Detroit, St. Paul, Milwaukee, St. is, Kansas City and Denver. State uits have expanded throughout the itory. For instance in Iowa, the heart the agricultural region where newser consolidations have been particularly numerous of late we have added e the first of 1926 such papers as *Sioux City Tribune*, the *Cedar Rapids ette*, the *Dubuque Telegraph-Herald*, *Washington Journal*, the *Centerville egian*, the *Ames Tribune* to our Iowa ed wire system, with other contracts ed to start at a later date. In Illinois recent months we have started leased service to the *Murphysboro Independent, DeKalb Chronicle, Decatur rald, Harrisburg Register, Hoopes- Chronicle-Herald, Lawrenceville ord, Marion Post, Mt. Carmel Republican-Register, Mt. Vernon Herald, is Beacon, Robinson News* and *West nkfort American*. In Galesburg, the ted Press is the only news service rating, our leased wire going to the ly consolidated *Republican-Register Mail Woman*.

Second only to the expansion of our double trunk system has been the lopment of our double trunk Saturnight service which operates from t to coast including the important s of the middle west.

In Chicago, United Press central sion headquarters, we this week ed into new modern quarters.

Both the day and night news reports he United Press have set a record expansion on the Pacific coast during past year, Frank H. Bartholomew, ness representative in charge of this sion, reported.

"Six full time bureaus are now operated in California alone.

"Seven wires now terminate at San Francisco, the division headquarters, and are supplemented by additional wires on Saturday night. This is double the number of new channels operated on the coast a year ago.

"Three state wires are operated in California alone, none of them crossing the state's boundaries. Four interstate wires bring the U. P.'s world news to California.

"A cable department has been added to the news staff at San Francisco, in charge of Ray G. Marshall, and Hawaii, the Philippines, Japan and China have news channels direct to this office.

New papers starting in the west have taken advantage of the various types of United Press reports. These include the *Yuma* (Ariz.) *Herald, Medford* (Ore.) *Daily News, Klamath Falls* (Ore.) *News, San Diego* (Cal.) *Independent, Burbank* (Cal.) *Review, Oxnard* (Cal.) *Courier, Ventura* (Cal.) *Star, Redding* (Cal.) *Independent, Tucson* (Ariz.) *Independent* and *Las Vegas* (Nev.) *Review*.

"Under the direction of Henry Minott, New England manager with headquarters in Boston, and Otis Peabody Swift, field representative, particular emphasis has been placed on the development of state and sectional news. A new bureau has been instituted in Hartford, Conn., in charge of Cedric Foster, Hartford newspaper man.

"Through the co-operation of the foreign department of United Press, special files of foreign news are being placed on the New England circuits for the benefit of newspapers in the manufacturing cities having large foreign born population groups.

"The *Portland* (Me.) *Express* added the full day leased wire service during the year. The *Boston Traveler* introduced the high speed service to the Massachusetts capital. In Southeastern Massachusetts the *New Bedford Times* is now receiving the full leased wire daily, while Saturday night service was taken by the *Salem Sunday Tribune*. The *Pawtucket Times* is a new point in Rhode Island, while the *Providence Journal-Bulletin* will later institute United Press.

"New full leased wire points in Connecticut include the *South Norwalk Sentinel*, the *New Britain Herald* and the *Danbury Times*.

"M. F. Bourjaily and K. D. Gilmore report that expansion in the Old South in the past year was in several definite directions:

"1. A main double trunk wire was established out of St. Louis for the south, with the *Memphis Press-Scimitar*, the *Nashville Evening Tennessean* and the *Birmingham Post* as the initial clients.

"2. The Saturday night double trunk wire was embraced by Dixie Sunday papers, with the *Birmingham News*, the *Nashville Banner* and the *Knoxville News-Sentinel* leading.

"3. Day leased wire clients of the United Press taxed the southern circuit so heavily, that a new service will be launched May 1 to South Atlantic Coast clients, this wire to be filed with special attention to the news wants of Virginia and North Carolina. This circuit will be started to the *Norfolk Ledger-Dispatch*, the *Roanoke World-News*, the *Twin City Sentinel* of Winston-Salem, N. C., and the *Asheville Times*.

"4. Separation of the Virginia and North Carolina clients from the western leg of the southern circuit will make it possible for the filing editors to pay particular attention to news needs of a Tennessee clientele, Alabama, Georgia and Louisiana and the middle southern states.

"The *Chattanooga* (Tenn.) *News* is under contract to receive the full leased wire day service of United Press later

(*Continued on page* 94)

More than 60,000

That is the circulation of the Akron Beacon Journal in a market of more than 300,000 people. If the regular figures of five people to the family are taken, there is an Akron Beacon Journal sold for every family in the Akron market.

In the Akron Market

Akron ranked second in amount of wages and 2nd in the value of manufactured products in Ohio, altho it was 5th in population. Corresponding cities were as much as $100,000,000 behind in the value of manufactured products and similarly lower in wages.

With such high per capita wealth

These high wages per man make a tremendous buying power and a market that will stand intensive cultivation. That is the reason why the Akron Beacon Journal carried enough advertising in 1926 to rank 1st in Ohio and 6th in the U. S. in advertising linage among six-day newspapers.

AKRON BEACON JOURNAL

Member of the 100,000 Group of American Cities

STORY, BROOKS & FINLEY

Representatives

New York Philadelphia

Chicago Los Angeles San Francisco

(Continued from page 93)

this year, which will give the United Press an evening newspaper client in each of the first five cities of Tennessee—with Memphis, Knoxville, Nashville, Johnson City.

"With this leased wire expansion in Tennessee also followed pony service to the *Cleveland Banner* and the *Murfreesboro News-Banner*, both new clients. The *Kinston* (N. C.) *Free Press*, the *Anniston* (Ala.) *Star*, the *Florence* (Ala.) *News-Times*, the *Hendersonville* (N. C.) *Times-News*, the *Crowley* (La.) *Acadian*, the *Athens* (Ga.) *Banner-Herald*, the *Alexandria* (Va.) *Gazette* and the *Covington* (Va.) *Virginian* are some of the older clients of the United Press in the south.

"In New York State United Press printer-telegraph circuits were extended within the past year. Extension of these circuits was accompanied by the addition of the *Syracuse Herald*, the *Utica Observer-Dispatch*, the *Watertown Times*, the *Herkimer Times*, the *Rome Sentinel*, the *Oneida Dispatch* and others.

"In Pennsylvania the United Press is delivering service to 65 afternoon newspapers out of 115 in the state receiving wire news service, maintaining bureaus at Pittsburgh, Harrisburg, Philadelphia and Pottsville. T. W. Gerber is in charge of the Pennsylvania expansion.

"Charter members on the Denver-El Paso circuit were the *Albuquerque* (N. M.) *State Tribune* and the *El Paso Post*. The circuit grew and before many weeks had passed, the *Colorado Springs Gazette and Telegraph* and the *Pueblo Star-Journal* became members.

Not long thereafter the *Amarillo* (Tex.) *Globe* and the *Trinidad* (Col.) *Picketwire*, the latter receiving a small telephone report, joined the circuit. This was followed by the addition of the *Sterling* (Col.) *Advocate*.

"The circuit now operates from Sterling, which is situated in the extreme northwestern corner of Colorado, to El Paso.

"In addition to creation of this circuit, the United Press began the operation of seven leased wires, day and night, into the *Denver News* and the *Rocky Mountain News*.

"While the leased wire expansion was continuing, the United Press also brought into its membership the *Montrose* (Col.) *Press*, the *Longmont* (Col.) *Times*, the *Casper* (Wyo.) *Independent*, *El Diario de El Paso*, a Spanish language newspaper; the *Lamar* (Col.) *News* and the *Arizona Republican*, published at Phoenix, Ariz. The Republican became a member of the United Press trans-continental night circuit, operating from New York to San Francisco.

"While these developments were under way, the United Press was expanding further in the southwest by adding the *Wichita Evening Eagle*, published by Marcellus and Victor Murdock, to the regular southwest circuit operated from Kansas City to Houston.

"Other additions included the *Wewoka* (Okla.) *Democrat* and the *Abilene* (Tex.) *Times*.

"Among papers which took United Press in the Great Lakes division were the *Athens* (O.) *Messenger*, *Marysville* (O.) *Tribune*, *Lima* (O.) *Star*, *Elyria* (O.) *Chronicle-Telegram*, *Toronto* (O.) *Tribune*, *Wellsville* (O.) *News*, *East Palestine* (O.) *Leader*, *Louisville* (Ky.) *Herald Post*, *Indiana* (Pa.) *Gazette* *Punxutawney* (Pa.) *Spirit*, *Clearfield* (Pa.) *Progress*, *Erie* (Pa.) *Times*, *Peru* (Ind.) *Tribune*, C. B. McCabe, business representative, reported.

Full leased news and financial wires were opened into Huntington, West Virginia, to the *Herald* and the *Advertiser*.

"This development, which has kept pace with the improvement of the newspapers we serve, will be continued during 1927. During the next year we expect to add another 20,000 miles of leased wire, particularly in the South, Southwest and on the Pacific coast."

HASSAN AND THE QUEENS—A MODERN FABLE

(Reprinted by special arrangement from Advertising World, London.)

THE merchants of Chorlogbad, which is the capital of Jhutapore, lived by selling finery to the queens of the nawab's house and the ladies of the greater and lesser nobility. Thus the bazaar was greatly resorted to and the traders multiplied in number, so that they must cast the net for buyers, and some waxed poor because there were not queens enough to go round. Moreover, the ladies of Jhutapore became over-critical, and would go from shop to shop throughout the length of the bazaar, to find the lowest price and the most attractive fabrics.

So it came about that when the caravans were made up and the sons of the merchants went out upon the Golden Road, they sought diligently in far countries for unscrupulous fabricators, that the hand of deceit might deceive the eye of vanity, and the bazaar was crowded with false wares.

But the merchants said, "It is well: for by the beard of the Prophet (upon whom be peace) if our linens live not long and our silks go quickly into holes, peradventure we shall sell others to replace them." Yet did the ladies murmur under their veils and the voice of complaint was heard in the ear of sympathy.

But Hassan, the son of Ali, was more subtle than all the merchants of Jhutapore, and he bade his son ride quickly, and alone, letting the teeth of discretion curb the tongue of loquacity, and return with great store of worthy merchandise. Which being done, he made haste to offer it in his shop and moreover sent messengers to whisper at the doors of the zenanas, "If you buy it at Hassan's, it's good."

This caused great wonder, and was told to the queens and the ladies of the nobility, so that they came in haste to see what there might be in it, and the roadway was blocked with their litters. Thus the son of Hassan must hasten for more wares and the other merchants murmured among themselves—they feeling the draught of unsuccess, as saith the infidel William, the son of Rogers. And when they had heard how this had come about they said among themselves, "Bismillah! By the seven gates of Tophet, it pays to advertise."

MILLER IN NEW YORK

U. P. Vice-President and South American Manager Home for a Month

James I. Miller, vice-president and South American manager of the United Press, arrived in New York on Wednesday on his quadrennial visit to general headquarters.



JAMES I. MILLER

During his stay of a month in New York, Miller will confer with general executives about plans for further improvement of United Press service to South America.

Miller has been in charge of the South American service since 1918. He entered the service in February of that year as Buenos Aires manager and played a prominent part in all the early struggles of the organization in the South American field. In 1922 Miller was elected vice-president and South American manager.

After a stay of a month in New York, he will go to California to visit relatives, sailing from there for Lima, Peru.

With apologies to the ultra-modern space buyer who, according to the trade papers, is no longer interested in circulation or lineage claims:—

"AN AGGRESSIVE NEWSPAPER NEVER STANDS STILL"

There is one paper in Paterson, N. J. that has come from last place to first as the following figures representing the sworn statements of circulation made to the U. S. Postoffice Department as of April 1st for each year from 1921 to 1927 will indicate:

	Press-Guardian	Morning Paper	Other Evening Paper
April 1st, 1921	**10,634**	——*	11,459
1922	**12,084**	15,387	11,423
1923	**12,449**	14,634	11,706
1924	**13,593**	16,606	11,611
1925	**14,481**	16,776	11,820
1926	**14,766**	16,704	13,651
1927	**18,519**	16,668	12,253

*Figures not available.

THE GROWTH OF THE PRESS-GUARDIAN during this period has been over SIX times as fast as the morning paper and nearly 10 times that of the other evening paper.

Here is the Record:	Gains
The Press-Guardian - - - - -	**7,885**
The Morning Paper - - - - -	**1,281**
The Other Evening Paper - - -	**794**

The average net paid circulation of The Press-Guardian for the past 4 months was

Over 19,000 Per Day

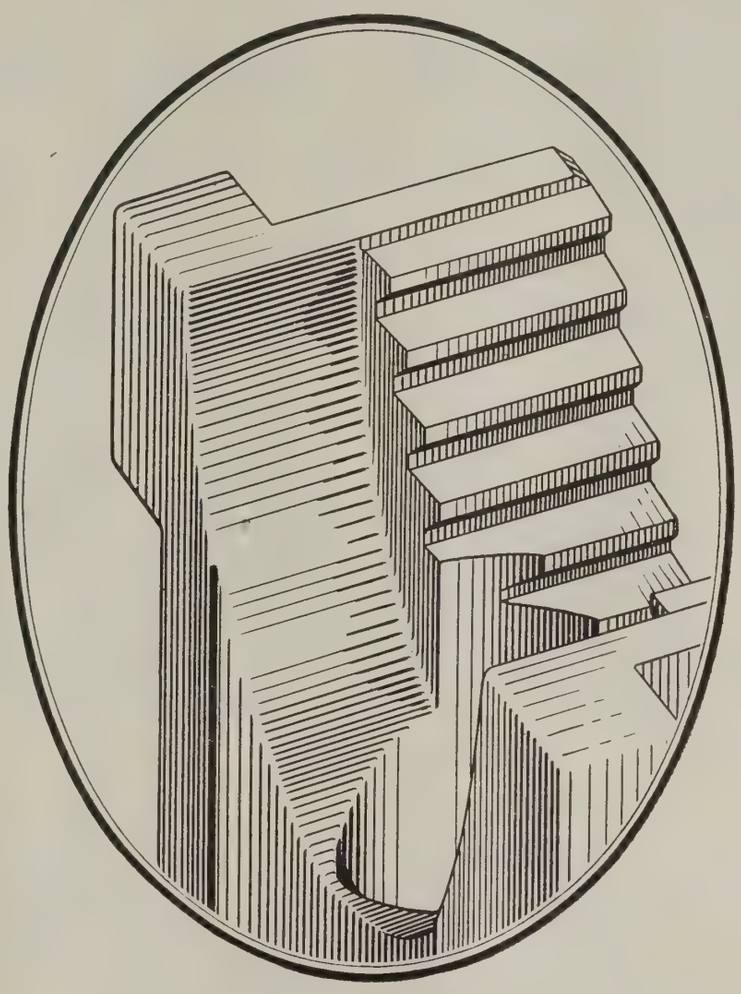
"Affidavits, after all, are more convincing than irresponsible claims or false slogans."

W. B. Bryant, Publisher.

P. S.—Mr. Space Buyer, if you are desirous of securing statistical data regarding the market, turn to the Paterson section of "A Study of All American Markets," published by The 100,000 Group of American Cities, Inc., where you will find a wealth of material. Additional information will be given gladly by our Merchandising Department.

Intertype Extra-Wide-Tooth Matrices

Wear longer and distribute with fewer stops



The practical economies of the Intertype Wide-Tooth Matrices are apparent. The combination teeth extend beyond the center of the matrix and this greater bearing area obviously makes the matrices wear much longer. They hang perfectly vertical in the transfers and in the distributor, do not cramp or swing on the tooth bars, and drop straight from the distributor bar. A special bevel, made possible by the wide teeth, prevents any matrix from being caught by the next following matrix while dropping from the distributor bar. In short . . . Intertype Wide-Tooth Matrices mean smoother distribution, less wear, more production, less expense. Ask for more details.

Intertype matrices will run in other slug-casting machines

Standardized INTERTYPE TRADE MARK

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 North Franklin Street; *Memphis* McCall Bldg.; *San Francisco* 560 Howard Street; *Los Angeles* 1240 South Main Street; *Boston* 80 Federal Street. . . . *London; Berlin*

Set on the Intertype in Kenntonian Series

CAPPER TELLS STUDENTS HIS RISE FROM "PRINTER'S DEVIL" TO PUBLISHER

Greatest Opportunities Now at Hand, He Declares — First Paper Was North Topeka Mail—Now Owns Ten Publications

FROM the position of printer's devil on the *Garnett* (Kan.) *Weekly Journal* to the ownership of an organization which employs 2,000 people, pays $400,000 in postage annually, and uses 26 huge presses and 40 carloads of paper annually, is the record of United States Senator Arthur Capper, head of the Capper publications of Topeka, Kan. It has taken Senator Capper 40 years to make the jump from the low ebb to the crest of his career.

The story of his life and business success was outlined modestly by the Senator himself in an informal address to journalism students at the Kansas State Agricultural College recently.

Forty years ago Senator Capper was setting type and doing odd jobs around the town printing office while he attended high school in Garnett. After finishing high school he went to Topeka, then the largest city in Kansas. He was given a job as typesetter on the *Topeka Daily Capital*. He was later promoted to become cub reporter and was given the North Topeka assignment.

In rapid succession he became city editor and then managing editor of the Capital. A year's training as reporter on the *New York Tribune* and Washington correspondent for the Capital rounded out his reportorial training. He returned to the Capital and was shortly promoted to the position of business manager.

But the young newspaperman felt that the time had come when he should obtain a publication of his own, so he purchased a small newspaper in North Topeka, the *North Topeka Mail*.

"The greatest thrill I ever had," the Senator proudly admitted to the embryo Kansas journalists, "was when the first edition came from the press bearing my name as editor and publisher."

A later purchase added a South Topeka paper, the *Breeze*, to Capper's ownership, and the two eventually became the *Farmer's Mail and Breeze*, for years a household necessity in thousands of Middle West homes.

From its small beginning the Capper organization has expanded to 10 publications, including two daily newspapers, and agricultural journals and magazines. The Capper publications are the Topeka Daily Capital, the *Kansas City* (Kan.) *Kansan*, *Capper's Farmer*, *Capper's Weekly*, the *Household*, *Kansas Farmer and Mail and Breeze*, *Michigan Farmer*, *Pennsylvania Farmer*, *Missouri Ruralist*, and *Ohio Farmer*.

It was the story of the growth of these papers that Senator Capper told.

"The fact that I began as a printer was of very great value to me," he declared. "An all-around knowledge of newspaper fundamentals are things to be acquired in your preparation for this work. I believe that journalism is the most attractive and offers more possibilities than any other occupation one might select.

"If you have nothing more in mind than the making of money, newspaper work is hardly worthwhile, for we are in this work not for what we can get out of it but for what we can give to it and to the community."

The key to the success of Capper's organization, the Senator declared, is its splendid organization and co-operation. It is chiefly a Kansas organization, he explained. Nowhere is there an organization more thoroughly Kansan than the Capper organization.

"I would gladly give up my seat in the United States Senate and my interests in the Capper publications in Topeka, if I could again be young and be as you—beginners in the field of journalism," Senator Capper said in speaking of the opportunities in journalism today. "The most wonderful opportunities await you in the next 25 years."

CURTIS NET IS $15,166,000

Saturday Evening Post Costs 16¢ to Produce Annual Report Shows

It costs from 12 to 16 cents to produce a copy of the *Saturday Evening Post*, which retails for five cents, stockholders of the Curtis Publishing Company were told at their recent annual meeting.

Circulation of the Saturday Evening Post increased 10 per cent during 1926 and that of the *Ladies' Home Journal* 7 per cent. The *Country Gentleman* was changed from a weekly to a monthly during 1926, so that equitable comparison cannot be made with the previous year. "Substantial gain has taken place," it was announced, "since monthly publication began."

The Curtis Publishing Company's annual report showed net income from operation, after deduction of all reserve and other charges, of $15,166,337. Profit of $69,243 on securities sold was shown, making total income of $15,235,581. Dividends on the preferred and common stocks totalled $13,498,165.

A credit balance to profit and loss at the end of 1926 was shown, amounting to $1,389,133, after reserves for future preferred dividends, amounting to $1,575,000 and a transfer to contingent reserve fund of $500,000 against a profit and loss balance at the beginning of the year of $1,801,647.

The company carried additional expense during 1926, it announced, due to increased circulation of its three publications without corresponding increase in advertising rates until the early part of the current year.

Directors were reelected without change

JOINING OREGON DAILY

William Tugman, formerly city hall reporter and special writer for the *Cleveland Plain Dealer*, but more recently covering the financial advertising field for the paper, will go to Eugene, Ore., May 9, to become editor of the *Guard*, of that city. The Guard was recently purchased by Alton F. Baker, son of E. H. Baker, president of the Cleveland Plain Dealer Publishing Company.

TO EDIT CLUB PAPER

George L. Edmunds, for many years a Washington correspondent of the *New York Sun*, and for the past six years an editorial writer for The Sun, has assumed the editorship of *Dotac*, the new magazine of the Downtown Athletic Club of New York City, Inc.

MASS
+CLASS

Some people attribute the unusual productiveness of Oregonian advertising to the *kind of people* who read The Oregonian.

Others think this advertising productiveness is due to The Oregonian's *circulation leadership*, with the largest home delivered circulation in Portland of any newspaper, the largest circulation in Portland's suburbs, and the largest total circulation in the Pacific Northwest.

Both are right. It is not often that you can buy both *quality and quantity* in the same medium. But you can in The Oregonian. That is why The Oregonian runs more advertising, daily and Sunday, than any other Portland newspaper. That is what makes Oregonian advertising so very economical for advertisers to buy and so profitable for them to use.

Morning Oregonian.

Nationally represented by Verree & Conklin, Inc.

285 Madison Ave. New York City | *321 Lafayette Blvd. Detroit* | *681 Market St. San Francisco* | *28 E. Jackson Blvd. Chicago*

For successful advertising: "Do a good job in the best medium FIRST"

Automatic Stereotype Plate Handling Equipment, Automatic Roll Paper Lifts, Roll Paper Trucks, Track, Turntables, Switches, Bundle Lifts.

Sold by

The Cline Electric Mfg. Co.
Conway Bldg., Chicago, Ill.

The Capital Lift & Mfg. Co.
Manufacturers Columbus, Ohio



St. Paul Dispatch
St. Paul Pioneer Press

more than

five
sixths

of Saint Paul's purchasing power looks for news of your goods, wares and merchandise *regularly* every morning, every evening, every Sunday in these newspapers.

Circulation
More Than
166,000
Daily
Of which More Than
100,000
Is Delivered in St. Paul by Carrier
Sunday Pioneer Press Total Net Paid More Than
150,000

General Representatives
O'Mara & Ormsbee, Inc.
NEW YORK
CHICAGO
DETROIT
SAN FRANCISCO

EDITOR WINS RULING IN LOCAL FIGHT

Judge Holds Magilligan of Eureka (Cal.) Humboldt News Cannot Be Held for Libel After Case Was Dismissed

Arrest of two editors, the ousting of an entire administration and the dismissal of a grand jury are the high-lights of a conflict which began more than two years ago between a weekly newspaper of Eureka, Cal., and the Law Enforcement League of Humboldt county. The most recent development in the local "free press war" was the decision of Superior Judge Thomas H. Selvage that T. P. Magilligan, editor of the weekly *Eureka Humboldt News,* could not be re-indicted on a libel charge that already had been dismissed at the motion of the district attorney.

The libel charge against Magilligan, made by W. A. Markham as the result of an article in the Humboldt News inquiring the reason of the Law Enforcement League member visiting a certain rooming house, was dismissed by Superior Judge Harry W. Falk at the motion of District Attorney S. E. Metzler shortly after he took office in January. At this time a new grand jury was impanelled, but after it had been in session a short time it was discharged by Judge Falk on "account of lack of harmony among the members and failure to cooperate with the authorities."

The discharge of the jury did not seem to have any connection with Humboldt newspapermen until the ousted members of the jury announced in a signed statement that they had been discharged "because of our attitude in the Magilligan case." When questioned by newspaper representatives concerning this statement several of the jurors stated that the evidence warranted a re-indictment of Magilligan, but they had been discharged before they could take any action.

Shortly after the new grand jury started its first session, numerous resolutions were drawn up by W. C. T. U. organizations and other women's clubs asking that the Magilligan case be reconsidered. Superior Judge Selvage announced an open-court session to be attended by the district attorney and representatives of the organizations drawing up the resolutions. Representing the W. C. T. U. units was Denver Sevier, who was a superior judge last year when he sentenced Alfred Lindsley to a jail term for contempt of court.

After hearing arguments on the case, Judge Selvage ruled that criminal libel was a misdemeanor, and under the law could not be brought up again by the grand jury after the charge had been dismissed by order of the court.

T. P. Magilligan had to be carried to the courthouse from a hospital bed, where he has been confined since an auto accident in January.

Those active in the attempt to have the former News editor re-indicted include many of the county officers who were ousted in the recent county election. Whether new criminal libel charges will be brought against Magilligan on account of other controversial articles published has not been announced, as the faction opposing the newspapermen are being kept busy since the arrest of J. L. Vandusen, president of the Law Enforcement League, on charges of illegal registration and voting. Those who brought the charges stated in conversations with press representatives that the charges against Vandusen never would have been pressed if the League members had not been insistent on keeping Magilligan "in hot water."

MISSISSIPPI PRESS MEET

Plans are being made for the annual convention of the Mississippi Press Association which is to be held at Clarksdale, June 8-10. James H. Skewes, publisher of the *Meridian Star,* is association president; and R. L. Brown of Jackson, secretary.

WHAT OUR READERS SAY

MR. MILES' STATEMENT

To Editor & Publisher: I have just read with amazement on page 21, your issue of April 16th, an advertisement, caption "The Truth in Memphis" in which you circulate a declaration that *The Commercial-Appeal* lied. It lied viciously. And, as you will see from further developments, it lied stupidly. Its lie will find it out."

The issue between the *Press-Scimitar* and the Commercial-Appeal will in due time be judiciously determined and while the matter is pending in the courts it will be improper for us to make any statement further than we have already made editorially, to wit: that we are confident the result of the litigation will be our vindication.

What puzzles me is your permitting the Press-Scimitar to use your columns to denounce this institution as a liar, a vicious liar and a stupid liar. Furthermore, your news story on page 4 is essentially untrue and does not state correctly the issue involved in the present controversy. The E. & P. reaches advertisers who may be influenced by the publication of which we complain.

Lovick P. Miles,
President, The Commercial-Appeal,
Memphis, Tenn., April 20, 1927.

SAFETY AWARD

To Editor & Publisher: As you doubtless know, the National Safety Council is a non-profit making, co-operative institution with 4,320 members and more than 65 branches which is endeavoring to conserve lives and limbs and property on the streets and highways, in other public places, on the sea, in the air, at home and throughout industry. We are not trying to boost any particular industry, product or corporation, and our supporters represent all industries. We haven't anything to sell, except Safety, and our income is derived from membership dues and contributions made by public spirited citizens and companies.

While every newspaper in the nation prints news about accidents comparatively few conduct constructive campaigns to show their readers how to prevent accidents. We know that practically all accidents can be prevented!

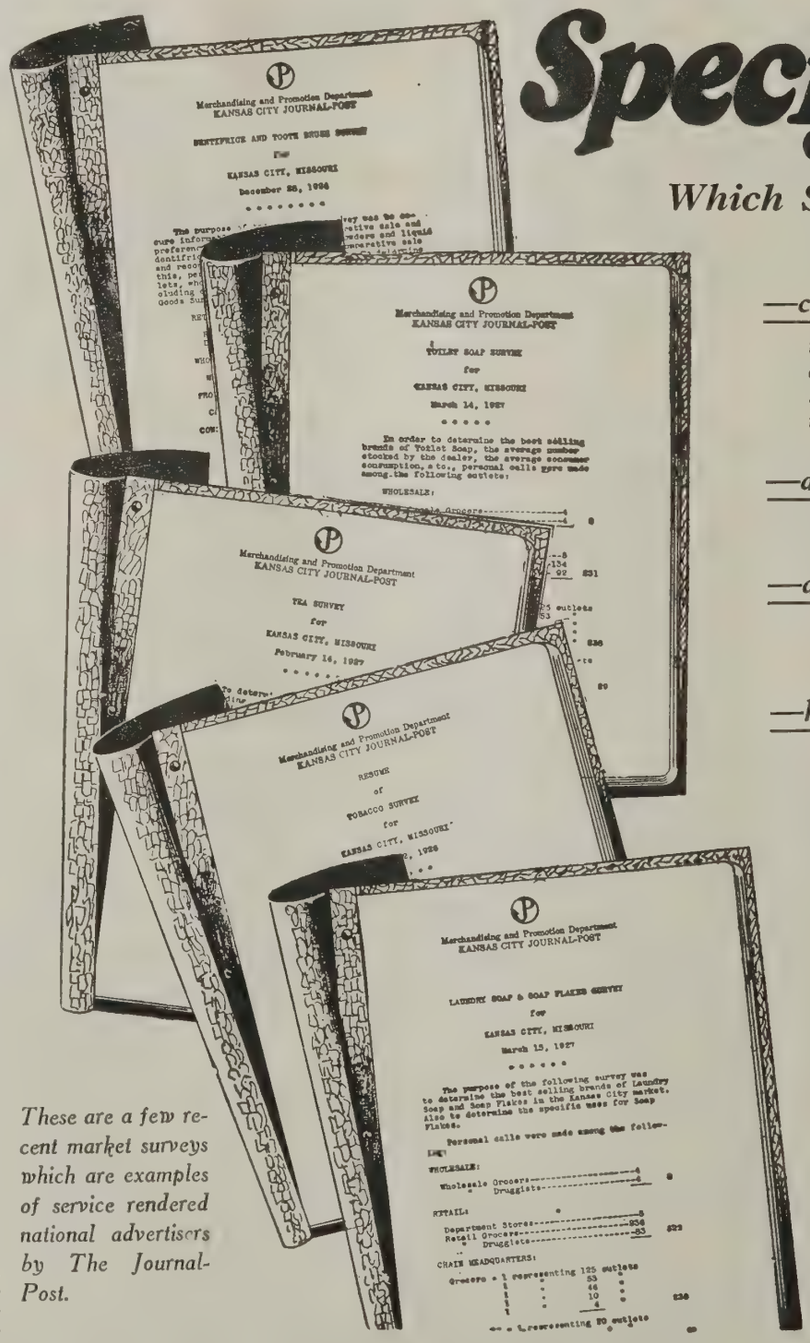
The Executive Committee of this institution is considering the advisability of offering some kind of award or trophy to the newspaper or papers that perform the greatest public service in the field of accident prevention during a certain period. Of course, if we should proceed with this thought, it would not develop into an attempt to obtain publicity for the National Safety Council as our main objective is to sell Safety to the nation rather than to procure recognition for ourselves.

It is our hope that you will write us how you feel about this proposed contest. Please present your views frankly and fully. Also state if we have your permission to use your name in this connection, if you are in favor of the idea and after you have approved the details of this recognition award if we carry it through. We will welcome your suggestions and regard them as a real contribution to the national safety movement.

A. A. Mowbray, Director,
Public Information
National Safety Council

CONDUCTS COOKING SCHOOL

The *Richmond* (Va.) *News-Leader* conducted an electric cooking school in the Y. M. C. A. auditorium April 25 to 29, inclusive.



These are a few recent market surveys which are examples of service rendered national advertisers by The Journal-Post.

Specifics--

Which Survey Covers Your Business?

—can you visualize

the number of brands of your and your competitors' products stocked by the average dealer in Kansas City?

—do you know

the best sellers?

—do you know

the average consumption per family per month?

—have you compared

the Kansas City market with other markets of a similar size?

Advertising placed with knowledge of the market is always the most profitable. Journal-Post advertisers have the advantage of this specific service.

If actual facts interest you, communicate with us—we will welcome an opportunity to show you your possibilities.

The Journal-Post has approximately 70% city coverage.

Kansas City Journal-Post

Lorenzen & Thompson, Inc.

National Representatives

NEW YORK
SAN FRANCISCO
CHICAGO
SEATTLE

Newspaper publishers and advertisers are invited to inspect the new home of the Pittsburgh Press, considered the finest newspaper plant in the world. The *Press* now has 198,126 daily circulation and 259,163 Sunday circulation. More daily circulation in Pittsburgh than other two evening papers combined—more Sunday circulation in Pittsburgh than other two Sunday papers combined.



SCRIPPS-HOWARD

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York, N. Y.

Chicago Detroit San Francisco Los Angeles Seattle

NEW DEFINITION OF NEWS WINS PRIZE FOR N. Y. SOCIAL RESEARCH STUDENT

It Is "A Perishable Commodity for Literate Mind" in Which Quality Determines Value—"Manufacture" of News Is Abuse of Public Trust

By SILAS BENT

THREE judges of distinction have agreed unanimously on a definition of that much-debated, elusive and sometimes Rabelaisian thing called news. They are Walter Williams, dean of the School of Journalism at the University of Missouri; Marlen E. Pew, editor of EDITOR & PUBLISHER; and Gerald W. Johnson, associate editor of the *Baltimore Evening Sun* and author of a recent book, "What Is News?" Their unanimous choice out of seventeen definitions submitted was announced last Thursday evening at the New School for Social Research, and is as follows:

"News is a perishable commodity, distributed by the newspapers, marketed fresh daily for consumption by the literate mind. It constitutes a written presentation of the events of the world, the nation, the State, and the city in all fields of intellectual and emotional interest, such events being of sufficient importance socially, economically, politically, scientifically or individually, to engage the attention of vast numbers of people. Like any other commodity, its careful preparation, the quality of its ingredients, the integrity of its purpose, reflect credit or discredit upon the honor of its purveyors. Substitutes for truth, or adulteration of facts, cheapening of method in the 'manufacture' of news, constitute abuse of public trust and threats against the health of the public mind."

The winner of the prize is Mike Wallach, an advertising man of 156 East 37th street, New York City.

Dean Williams conferred with the news advisers in the faculty of the School of Journalism at Missouri, so that the choice in his case represents a composite opinion. He sends me this comment from the advisers: "This definition is the best, not because it is one of the longest, but because it brings in, as the others do not, the ideal of public service and the integrity of those who gather the news. It is difficult to frame a definition of news that does not include something that might [not] be news under some circumstances.

"The other definitions are all rather general, but they have the merit of not lowering news to the standard of merely the sensational or thrilling and of not regarding news as merely anything that will increase the newspaper's circulation and advertising."

Of the winning definition (three prizes were given in a contest among members of a class at the New School, with only about half the members competing), Mr. Pew wrote:

"It might have been said in fewer words, but he has said it as I see things." And Mr. Johnson said that his vote rested on the phrase, "written presentation of the events of the world . . . of sufficient importance, etc." He added: "Since the definition is to be made from the standpoint of a newspaper, it is important to keep in mind the presentation as well as the fact.

"I am interested particularly in the fact that you got only two thoroughly cynical definitions. I had expected half a dozen, at least."

Whether Mr. Johnson expects cynicism from persons merely because they read the daily newspapers, or expects it of this class because it had been exposed to infection from my lectures, is not apparent.

The second prize was won by Louise H. Fox, a librarian of Brooklyn, and is as follows: "News is an accurate and impartial account of anything that happens, which, because of its timeliness, universal appeal, peculiarity, or significance, will interest people."

The third prize went to E. W. Shimmons, advertising manager of the Columbia University Press, whose definition is as follows: "News, as defined by current usage in the metropolitan press, is correct published information concerning new, important, strange or dramatic events, happenings or phenomena, or forecasts of such, in which newspaper readers are interested."

Mr. Shimmons was the only winning contestant to take account of the fact that tidings of a possibility, or a probability, as well as of an accomplished fact, may be news. But in my judgment (this is quite unrelated to the opinion of the judges, although they may have thought the same thing), his definition is weakened by the use of the word "interested." What do we mean by interested? If any theatrical producer or book publisher or school teacher or news editor could say with certitude of anything, "This is, or is not, interesting," he would get rich more quickly than Henry Ford.

Honorable mention should be given to a fourth definition, which ran but a nose behind the third. It was written by Mrs. Helen B. Leavens, a publicity agent in social work, and ran as follows: "News is the presentation of any event (or development) which serves to inform, entertain, instruct, shock or thrill a large proportion of the public."

The first prize was a course of lectures at the New School of Social Research—any course to be chosen by the winner; the second was $10, the third $5. That only about half of the class competed indicates either that the prizes were too small or that the difficulty of attempting a definition was a barrier.

So far as I know there are no active newspaper men in the class. The course does not pretend to tell how to write for newspapers; it is a series of lectures describing the modern metropolitan daily press. (It is now about concluded, lest you suppose that this is a piece of press-agentry.) The members are grown-ups, as the New School is devoted to adult education. The contest was based on the practice of modern big city newspapers, in order to relieve the contestants of any need to account for motion pictures and the radio as media of news-communication.

That three men hundreds of miles apart, with no communication between them as to the seventeen definitions submitted to their attention, with no chance to argue or convince one another, should have agreed unanimously on one of those definitions seems to me an extraordinary thing. It seems the more so to me because in my own mind there was much confusion as to which of the definitions had the best chance.

PRINTING CLUB FORMED

New York Group to Occupy Top Floor of Master Printers Building

Formation of the Printing Crafts Club of New York was officially endorsed and plans for its immediate organization were outlined at a meeting held in the Hotel Astor the evening of April 21. The meeting was presided over by Jacob Monsky, president of the Herald Square Press, who has been the leader in sponsoring the plan. The affair was attended by representatives from the printing, publishing and allied industries and the consensus of opinion was enthusiastically in favor of the project.

The club will occupy the entire top floor of the Master Printers Building at Thirty-fourth street and Tenth avenue. Membership will be limited in number and restricted to those actively engaged in the printing and allied crafts.

BUYS PLANT SITE

E. S. Kellogg, general manager of the *Alhambra* (Cal.) *Post-Advocate*, has purchased a plot 150 by 150 feet as a site for a new newspaper plant, to be erected later this year.

New England's Second Largest Market

Providence Has Telephone for Every 4.8 Persons

A recent national survey shows Providence to be high up on the list of cities having large numbers of telephones in proportion to their populations.

There are 21.3 telephones for each 100 persons—a pretty high average when you find New York City with 21.7.

The Providence Journal
and
The Evening Bulletin

give you excellent coverage in this prosperous market.

Circulation 110,042 Net Paid

Providence Journal Company
Providence, R. I.
REPRESENTATIVES
Chas. H. Eddy Co. — Boston New York Chicago
R. J. Bidwell Company — San Francisco Los Angeles Seattle

CLAYBOURN PRECISION MACHINERY

for Better Newspaper Printing

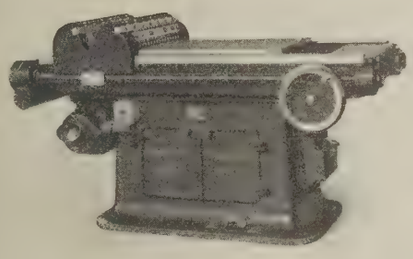
WE MANUFACTURE a complete line of *PRECISION MACHINERY* for newspaper publishers for producing accurate materials in making up the composing room forms.

Mats are no more accurate than the forms from which they are moulded—neither are the plates more accurate than the mats from which they are cast. To improve the quality of the printed sheet, provide the necessary means to accurately prepare the materials making up the forms before moulding. The net result of *uniform height in the form* is *better plates* and *better printing.*

Our machinery will precision curved stereos for color and magazine printing—greatly reducing make-ready, and produce a superior quality of printed product. Ask the users of our machinery—Pittsburgh Press, Milwaukee Journal, Philadelphia Inquirer, Detroit News, and other units now in process.

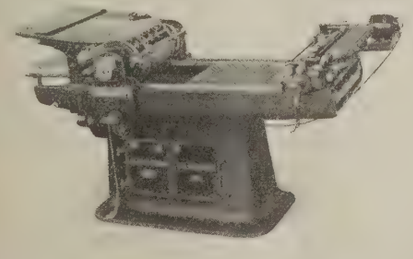
Never before has *PRECISION* played so important a part in newspaper publication, and is fast supplanting the old haphazard methods.

Follow that impulse and write for full information NOW!



The Claybourn Precision Double Head Flat Plate Shaving Machine

For shaving shell stereos, electrotypes, and stereo base for mounting zincs and shell stereos to accuracy, thus insuring level printing line in face of form before moulding.



Claybourn Precision Flat Plate Power Proof Press

For proofing zinc etchings, shell stereos and electros, etc., for checking printing qualities before assembling in composing room form.



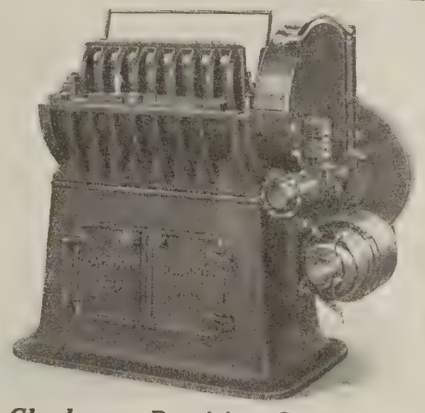
Claybourn Precision Gauging Machine

For checking stereo base mounting material, zinc etchings, shell stereos and electrotypes, in order to establish a standard height of all materials making up the printing form.

Curved saddles are provided for checking curved stereos for uniform thickness. Also used for checking product of type casting machines.

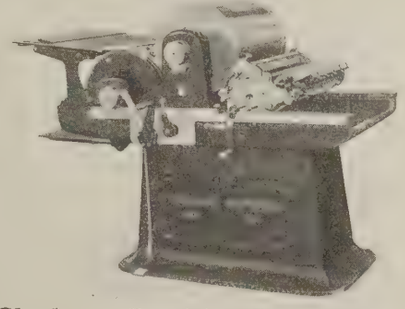
Adopt standards and maintain them by a definite method.

This applies to all materials in composing room, stereotype department and press-room.



Claybourn Precision Curved Plate Shaving Machine

For accurate shaving of curved stereos for newspaper, color comic and magazine printing. Has no equal for producing perfect plates.



Claybourn Precision Curved Plate Proof Press

For proofing curved stereos, after shaving, *without make-ready,* to check printing qualities before delivery to press room. Provides an accurate check on product of stereotype department.

CLAYBOURN PROCESS CORPORATION

Milwaukee, Wisconsin **New York Office, 461-8th Ave.**

Telephone Chickering 5656

HOW NEWSPAPER ELIMINATED FREE PUBLICITY

Advertising Staff Trembled When Strict Policy Was Inaugurated on Clarksburg, W. Va., Daily, But Linage Increased—Advertising "Club" Proved a Feather When Showdown Came

By GUY T. VISKNISKKI

DOES a newspaper publisher dare to cut out of his paper all free reading notices and propaganda of every sort, both local and national?

And if he has the nerve to do this, will the paper suffer a decrease in revenue and good will?

Well, as managing owner of the *Clarksburg* (W. Va.) *Telegram*, I cut out publicity stuff of every kind, and—

But let me tell the story in detail, and from it the reader can draw whatever conclusion he likes best.

When I took active charge of the Telegram back in December, 1925, I found that it was quite liberal in the matter of giving away its news space, to say the least.

Any local merchant who asked for it could get a free write-up any time he wanted it and at almost any length.

The theatres not only had extensive blurbs printed as theatrical news, but pictures galore.

As for the automobile industry, it was given column after column of free publicity, especially on Sundays, and the society news was frequently sprinkled with free notices of this woman's dancing classes, that woman's courses in piano forte, and somebody else's professional instruction in singing or elocution. Of course, none of these good local ladies ever gave the Telegram a line of paid advertising; why should they when they could call up the society editor and get it all in for nothing, and have their bread and butter business treated as important social doings?

I took the situation up with the advertising department, and at once there was great perturbation in its midst. It would never do to cut out the publicity—good Gawd, no! Why, the advertisers had been used to it for years—they would immediately take their advertising out of the paper if they couldn't get free reading notices. And as for the good local ladies who taught singing and so forth, it was true that they never had advertised, but they were friends of the paper and they could do it a lot of harm by talking against it among their friends if the "courtesy"—that's what the advertising department called it—of giving them access to the social columns were taken away.

I took the situation up with the editorial department, and got much the same answer. Of course, the fact that several members of the staff made money on the side by engaging in publicity work for Tom, Dick, Harry and their second cousins had nothing to do with their position in the matter.

Now, I did not want to cut down the advertising revenue of the Telegram, neither did I want to reduce the number of its readers. On the contrary, I had bought into the paper with the determination to increase both the volume of its advertising and the number of its readers. I listened earnestly to what advertising and editorial departments had to say, but somehow I was not convinced, and so after pondering over the problem for several days, I came down to the office one frosty morning and issued an order that, starting at once, all stuff in the way of free advertising in the news columns of the paper would be cut out, and that all requests, pleas, prayers, demands, and threats for its publication would be referred to me for action and disposal.

And then the fun began, both inside and outside the office. The advertising department took up hours pleading with me to revoke the order. Its trump argument ran to this effect:

"Why, Colonel, the advertisers here think more of the free reading notices they have been getting than they do of their own paid advertising; the other paper will keep on giving the notices to them, and then where will we be?"

I admitted that the advertisers undoubtedly thought more of the free publicity given them, in the form of news, than they did of their own paid advertising, but I refused to agree that they would "pull" the advertising if they were no longer given the customary salve.

"Do you honestly believe that this paper is a good advertising medium?" I asked.

"Yes," was the answer.

"Then," I said, "go out and talk and sell space in it on the paper's merit as an advertising medium, and don't try to bribe any man into it by offering him free reading notices. And by the way," I added, "don't forget to let me know about any obstreperous customer, and send him to me, if necessary."

"Do you mean," asked the society editor, "that Miss Blank can no longer call up and get notices of her singing school in the society news? Why, Colonel, she'll demand it, and she'll be angry at us forever, and then what will I do?"

"Tell her about the new rule, and send her to me if she raises the devil," I answered.

"But, Colonel," protested the city editor, "some of the people who bring in publicity notices have been lifelong friends of the paper. Others are on our side of the fence politically. There's So-and-So, now—he's always helping us out in the way of news, and he's a good friend of yours."

"Yes," I said, "there's So-and-So, now. Undoubtedly, he is a good fellow and all that, but is that any reason why he should be allowed to grab free publicity for his life insurance company in the Telegram, as he has done twice in the last few weeks to my own knowledge, and never a line of paid advertising from him for as long as I have gone back through the files?"

So the procession of free space grabbers started forming on the right, at the entrance to my office, with their offerings in their hands.

"But," they would say, when told of the new rule, "we have always been granted this favor and we don't see why it should be taken away now."

To the business men I would reply:

"If I walk into your store, will you give me a suit or a pair of shoes, a tie or garters to hold up my socks? You will, for a price, and not otherwise, because these things you have for sale at a profit, and on the profitable selling of them you depend for a living, both you and your family.

"My delivery truck will need new tires shortly; can I get them for nothing at your garage? It has to have a fresh supply of gas every so often—do you give me that free?

"Yesterday, Mr. Druggist, I needed toothpaste and shaving cream. I walked up to your counter, got what I wanted and paid for it, because I recognize that you are not in business for your health and that unless some one buys your stock, you are going to starve.

"Now, this newspaper is just as much a business venture as your clothing store, your automobile supply shop, your garage, your drug store. You have certain definite things for sale, at a fair profit, and so have we. But, whereas, you may have many things for sale, this newspaper has just two. One is advertising space, the other is the printed paper itself. Here are our only sources of revenue, and out of them we must meet the weekly payroll of $2,500 and all other expenses incurred in getting out the paper. I wonder if you know that just the white paper we print the Telegram on costs upwards of $4,000.00 a month?

"Now, in order to meet these expenses and leave us a livable profit, we have put what we believe is a fair price on our advertising space. It will cost you so much to have this notice printed in today's paper as an advertisement. Speaking frankly, you are asking me to put this stuff in free for you so that it will help your business; otherwise you wouldn't spend any time trying to get it published in the guise of news. But do you give me your wares free, gratis, for nothing when I am in need of them? Why, then, should I give you our wares free—printed copies of the Telegram and advertising space in it being just as much commodities of trade as anything you have on your shelves or your floors?"

"Yes, I know that," was often the reply, "but your paper is not all made up of advertising, you have a good many columns to fill besides, and I can't see why this little item can't go in there."

"Why do you buy the Telegram?" I would ask, when this reply was made.

Of course, there was only one answer—to get the news.

"Now," I would say, "suppose, instead of getting the news in the Telegram, you found the columns where the news should be filled with just such free reading notices as this little one you want me to print—how would you like that?"

"Well, of course, that wouldn't be right. But I am asking you to print just this notice, and it will not take up much space."

"Ah, just one notice, and it will not take up much space—I grant you all of that. But what about your competitor down the street? If I give you this notice, he will expect similar treatment, and rightly so. And how about all the other business men of the town—am I to discriminate in your favor, or let them all in? Just one notice, and it doesn't take up much space, I'll admit. But one notice would mean many more like it, they all would mean a newspaper whose reading columns were given over to free advertising, and you have just told me that you buy the Telegram every evening in order to get the news. The only fair treatment for all concerned—advertisers, readers of the paper and its owners—is thus rule of no free advertising, with the news columns of the paper kept wholly for news and all reading notices cast over in the form of advertisements and frankly published as such at the regular rates."

In such fashion I would put the matter before the space grabbers. My idea was to appeal to their own business judgment in the matter, to make them see the problem as a fellow business man. And I found that it worked. There was no general scurrying to the front counter to cancel advertising contracts. On the other hand, not a few men, coming in to demand that we print their publicity statements free, ordered them to be inserted as paid advertisements before they left.

Of course, here and there a man would prove the exception to the rule, and refuse to let his gray matter work. Invariably, this sort of customer would end up by threatening to withdraw such advertising as he was already running and concentrate it all in the other paper.

"Why, that is your privilege," I would tell him, even while I had an attack of that "gone" feeling in the region of the pocketbook. "It's your money, the other fellow has a good paper, you have a perfect right to choose between us, I hope you get as fine results there as you have through the Telegram, and as the movie star said to her sixth husband when she set forth at the end of their first week of married life to divorce him, 'Good-bye, good luck and God bless you.'"

I have always figured out that the way to "get" a hard boiled citizen is to give him a mouthful of his own meat, with a dash of politeness sprinkled over it. Anyway, when I gave these certain hard boiled West Virginians to understand that they could take their advertising away or leave it with us as they chose, without let or hindrance on our part, they almost invariably weakened and, instead of becoming enemies of the paper, turned into its most ardent supporters both as readers and advertisers. The psychological reason for this is so obvious that I shall not waste space outlining it here.

Two or three advertisers did drop out of the paper because they were denied their dear, old beloved "graft." I was importuned almost daily by fellow workers to appear before them, hat in hand, at their respective places of business and petition them to give us back their advertising. My stock answer to all such entreaties was, "Old Man Time will sure do a lot of things for you if you'll let him." Sure enough, after a while, these fellows, one after another, came back into the paper of their own accord and on our terms of no free reading notices for them or anybody else.

One of them said to me when he came in to renew his advertising:

"Colonel, I didn't think you meant it when you said all free publicity was going to be kept out of the Telegram. But I have noticed the last few weeks that it has been, and I want to say right here that I have more respect for the old sheet for doing this than I ever had before. I am ready to come back, because I know now that the Telegram will give all of us, as advertisers and readers, an even break."

More respect for the old sheet than he ever had before! That is just what

(*Continued on page* 106)

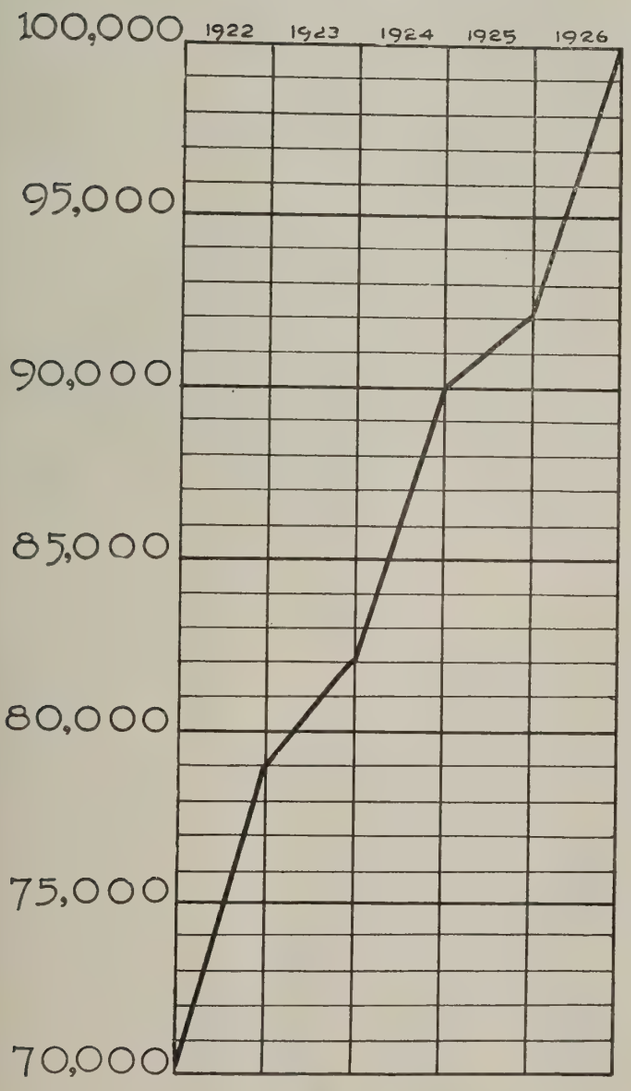
The Morning Telegraph,
the leading newspaper in Theatricals, Turf, Finance and Motion Pictures, prints all of the day's worth while general news, with exclusive features covered by a great staff of special writers.

It has the largest professional circulation of any newspaper in the United States.

The Worcester, Mass. Telegram - Gazette Now Has More Than

100,000

NET PAID DAILY CIRCULATION



¶ The Telegram-Gazette's record of increasing usefulness over a period of years has been approved by both readers and advertisers in no uncertain manner. A half million people reside in the prosperous Worcester territory—105,384 families. The Telegram-Gazette net paid circulation now averages over 100,000 daily.

¶ Such manifest unanimity in public approval makes possible one-cost coverage of this great market that is thorough, economical and effective.

¶ In 1926 the Telegram-Gazette published 19,459,335 lines of advertising. This overwhelming endorsement carried with it leadership in every advertising classification.

The Telegram-Gazette is served by the Associated Press, Consolidated Press Association, International News and Universal Service—owns and operates Radio Station WTAG and is one of the few newspapers in the world to print and use DAILY Colored Comic Sections.

Worcester Massachusetts
Member of the 100,000 Group of American Cities
TELEGRAM-GAZETTE

Net Paid Daily Circulation for 1927

January - -	101,864
February -	101,705
March - -	101,838

TELEGRAM-GAZETTE

MORNING — EVENING — SUNDAY

GEORGE F. BOOTH
PUBLISHER

WORCESTER
MASSACHUSETTS

Paul Block, Inc.
NATIONAL ADVERTISING REPRESENTATIVE

BANK CLEARINGS FORM AN ADVANCE BAROMETER OF NEWSPAPER LINAGE

Writer Compares Figures Outside of New York City with Linage Totals to Back His Theory—Charts Show Business Trend

By PHILIP FRANCIS NOWLAN

SOME time ago there appeared in EDITOR & PUBLISHER an article explaining the use of newspaper linage figures, in the form of a chart, as a barometer of business. The which was very interesting.

Publishers, however, would be likely to find a little more practical value in the use of business conditions as an *advance* indicator of linage to be expected.

Hence, a few little experiments in the private statistical laboratory, with results that may be evaluated by each reader for himself.

As a starting point the old conflict of opinion about the best time to advertise was chosen. A large part of the advertising fraternity contends that the proper time to apply advertising pressure is when business is bad, for the purpose of equalizing sales and restoring confidence. The merits of the argument are obvious, but need not be discussed here. On the other hand, it seems that the majority of those who go into the advertising market with their money hold that they should buy when they can get the most for that money—that is to say, the best response in sales volume. This is when business is good.

If it is true that the majority follow this policy, it is logical to assume that a quickening or slackening of advertising linage should *follow* a quickening or slackening of business, and that the state of business constitutes an *advance* barometer of linage.

It will not, of course, be a dependable indicator for an individual paper which recently has made any radical change in policy, method, or personnel, or which faces unusual local developments or conditions. It should merely reflect average advertising volume throughout the country, and somewhat in advance.

It will not tell the individual publisher why he is running only a certain linage this month; but it should give him in advance what he ought to be running this month, "other things being equal"; and give him quicker warning (or quicker satisfaction) if he finds substantial difference between his figures and the common experience. He can make his examination, more roughly and with less accuracy, but, nevertheless, in advance of the usual post-mortem following the passing away of the month and the passing of the accomplished figures through the clearing house.

Now, since advertising has to do with more than merchandise and the actual movement of goods, the most logical indicator would appear to be that of general business activity, which is best reflected, perhaps, in the figures for bank clearings or debits to individual accounts outside of New York City. New York is better excluded for the reason that stock market transactions, not always a good reflection of general business conditions, form a large percentage of the New York clearings.

For the sake of comparison the figures are charted in percentages of the average of 1924-5-6. This also has the advantage of permitting anyone who cares to use a chart of this sort to project the line to its indicated position and make a straight application of the percentage rate so located to the figures of his own paper.

For the purpose also of clearing away short-period, whimsical movements (nearly always present in any business) and revealing only the true or average trend, each figure is the average of the twelve-month period ending with the month in which it is plotted. This also has the advantage of "swallowing up" seasonal variations, and giving the balanced trend.

When so plotted, the figures for bank clearings and advertising linage appear as a couple of skinny snakes full of olives (one for each month) traveling in an Eastwardly direction, with their necks raised and their heads slightly lowered to scan the ground in front of them.

The bank snake, however, is much more of an upstanding individual than the advertising snake, which makes an accurate comparison of their curves a bit difficult.

The reason for this is that both of them have swallowed axes (sing. axis, not axe) as well as olives. Said axes being the graphic representation of the normal or average growth rate of general business activity and advertising linage, due to the normal average expansion of the country and its volume of business, and irrespective of the widely known business cycle.

Since this rate of growth factor is one that has a negligible variation unless you are considering periods of a quarter or half a century, there is no particular purpose in predicting or charting it, and since its removal from both snakes will violate no statute and will permit easier comparison of the cycle factors, why, they may be considered as eliminated.

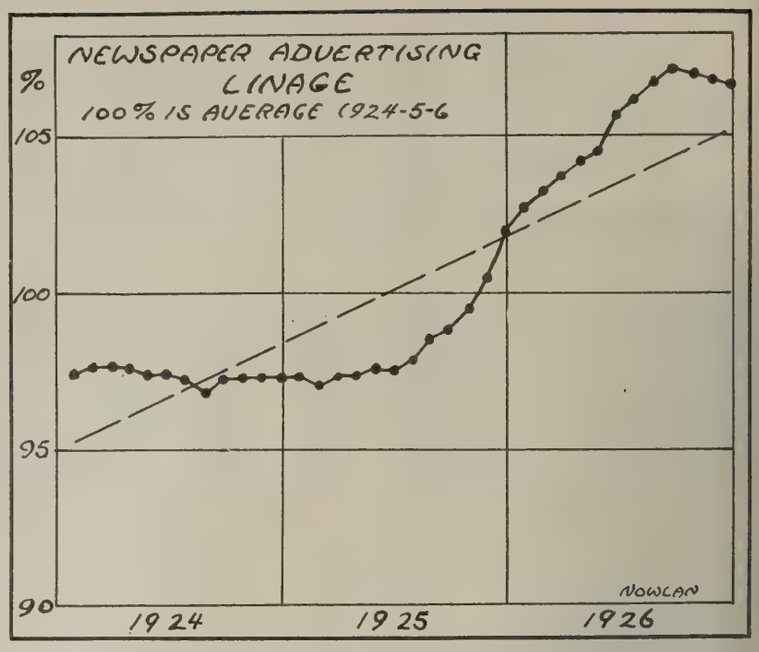
Assuming the axes as a 100 per cent base line, and locating the olives of each snake as far above and below this base line as they are above and below his individual axis, the snakes are brought down to brass tacks, and a very interesting comparison results.

It will be noted that the upturns and downturns of the general business activity snake occurs several months in advance of those of the newspaper advertising linage snake.

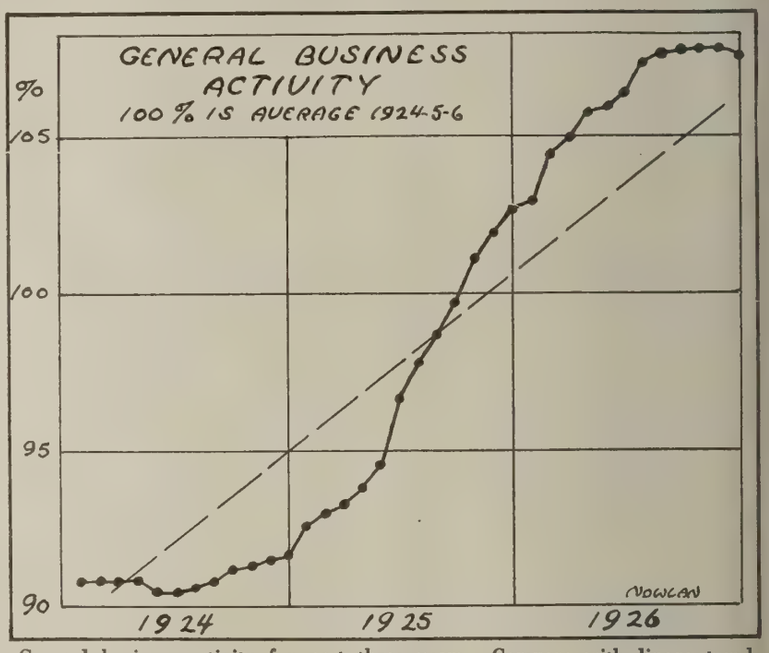
The G. B. A. snake began to turn up at the beginning of 1925 (remember each figure means "the twelve-month period ending here") and the N. A. L. snake followed suit in July.

The reader may be allowed some freedom of opinion as to where the G. B. A. snake may be considered as starting his downturn. If he doesn't believe that charts mean anything, he will insist that the downturn didn't start until August and that it's all a lot of silly nonsense. If he's more open-minded, he'll admit that the snake got away with two months of downtrend from April, even if he was checked for a single month before gathering real momentum, whereas the N. A. L. snake didn't begin his toboggan until September.

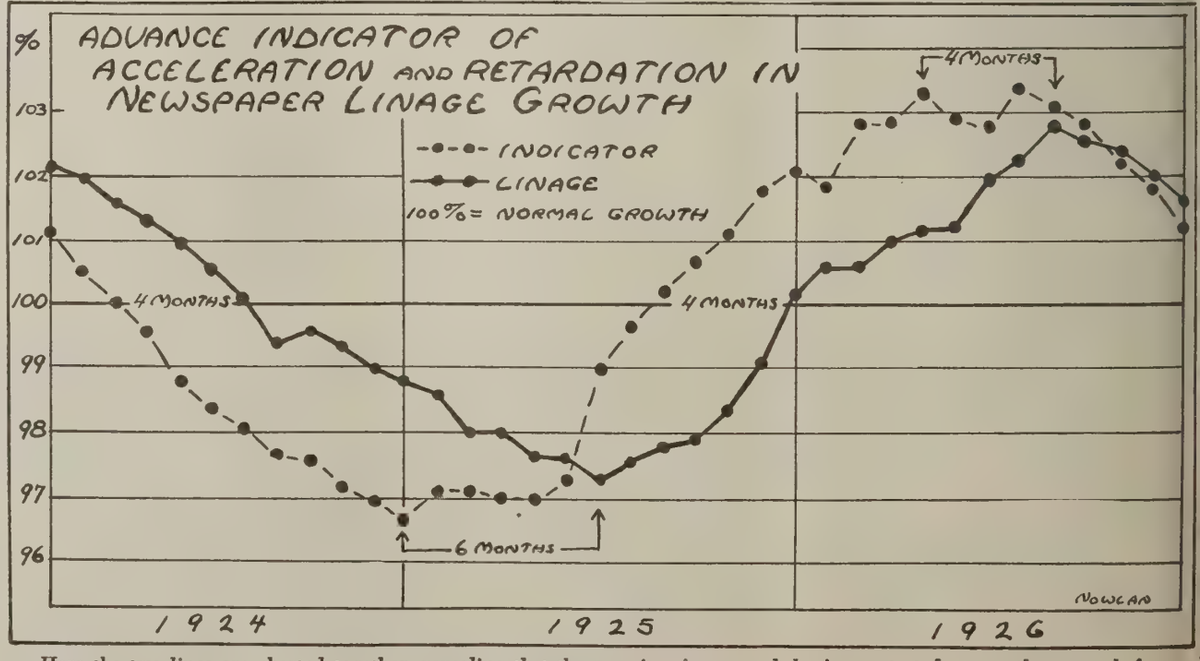
And there it is—for what it's worth.



The three-year line of newspaper advertising showing ups and downs. Each black dot indicates one month's totals. One hundred per cent is average for the period.



General business activity for past three years. Compare with linage trend above.



Here the two lines are charted together, revealing that the upswing in general business started a month or so before linage was affected and vice versa.

A DOMINATING INFLUENCE in Over 300,000 New York Homes

—and a necessary factor in any advertising campaign to cover the New York market



THIS is the achievement we announce two and a half years after starting from scratch.

Are we proud of it? Well, try to think, if you can, of any similar accomplishment in the history of American journalism.

According to government statements, the Graphic's gain of 92,287 readers during the six months' period ended March 31, 1927 represents the largest gain in average daily circulation of any New York newspaper, both in the morning and evening fields.

The gain made by the Graphic is greater than the combined gains of all standard-size newspapers in New York during the same period. It is 29,782 copies in excess of the circulation made by the second newspaper—the News—in the daily field.

There is no longer any question about the position of the Graphic among the New York newspapers. As a dominating influence in over 300,000 New York homes, it is now a necessary factor in any advertising campaign to cover the New York Market.

We should like to have our representative discuss with you the reasons for the Graphic's phenomenal growth—and why page by page, feature by feature, the Graphic is today one of the most distinctive newspapers published in the United States.

The Graphic published 3,699,155 lines of advertising during 1926, a gain of 1,512,479 lines over 1925.

NEW YORK
EVENING GRAPHIC

HARRY A. AHERN
Advertising Manager
25 City Hall Place, New York

"A Human Interest Newspaper"

CHARLES H. SHATTUCK
Western Manager
168 N. Michigan Ave., Chicago

Government Statement March 31, 1927 334,759

HOW NEWSPAPER ELIMINATED FREE PUBLICITY

(*Continued from page* 102)

every advertiser had, I am sure, deep down in his heart. And that is one reason why, I am equally sure, that all through this trying period the volume of local advertising in the Telegram showed a nice increase instead of falling off alarmingly, as the office pessimists prophesied it would. Some of this added linage, incidentally, came from the dear good ladies who hitherto had managed to get their advertising run as news items in the most widely read part of the paper—the society columns. Contrary to expectations, they were far less vociferous against the no free publicity rule than the representatives of the supposedly less vocal sex. They took their medicine like men, if I may be allowed to mix up the sexes in this more or less informal metaphorical fashion.

I could sit down and talk with the local advertisers face to face; the national advertisers who were also active participants in the same old game of grab I had to handle by letter, and that made the task somewhat more difficult. You can say things to a fellow that he will take in good part which, if put before him on paper, will make him howl like a Comanche for your blood. And so, whenever there came a request, or even a thinly veiled demand, from a national advertiser that the "news" story enclosed be published in the Telegram (and many, many such requests were made), I would sit me down and pour out my heart to said national advertiser, or, rather, his man Friday, the advertising agency.

I'd tell Mr. Friday that I had received his request, and I was glad that he felt free to make it. But here was my embarrassment—indeed, my very great embarrassment. Many such requests, not only from national, but local advertisers, confronted me daily. What was I to do? Print all of these reading notices? If I did, there would be little or no room left for news—and then I would proceed to tell him approximately how many columns of reading notices had been offered to us that day and how many columns we had in the paper for reading matter that same day. Now, I'd continue, he could see, I was sure, my very great embarrassment. It was a choice of no reading notices at all being printed, or little or no news, because I could not in fairness give him a free reading notice and refuse this courtesy to the "other fellow." I was sure he would agree with me that a paper sacrificing news for reading notices was not a good medium for any advertiser, national or local. Our aim was to produce a paper with the greatest possible reader interest for the people of our section. Above everything else, they wanted the news; therefore, in the best interests of his client, we felt that we should not print any reading notices, and believed he would heartily agree with us, now that the situation had been placed before him as it actually was. And so on and so forth.

Well, we never had a national advertiser so handled to withdraw an account; indeed, almost from the inauguration of this policy the volume of national advertising showed a decided increase.

Nor, to the best of my knowledge and belief, did it scare away any prospective national advertisers. In this connection, I recall one rather large automobile account. Publicity regarding a new departure in motor cars came in almost daily from the agency handling it, and daily it went into the waste basket.

Finally, the agency sent a peremptory letter demanding to know why none of the "excellent news stories" it had mailed to us had not been printed; and it proceeded to say that the names of all newspapers "co-operating" with the agency in the publishing of these stories was being compiled against the day when the list of papers that would carry the advertising of the new car would be made up.

I let the letter lie on my desk until I could answer the threat without burning up the typewriter ribbon. Meantime, another letter came from the agency, a curt two or three lines asking an immediate answer to the previous letter. Then I wrote as follows:

"In answer to your two letters of recent dates.

"I gather that you are going to spend thousands of dollars for your client in advertising a new departure in motor cars.

"I also note your demand for columns of free publicity in the Telegram about this departure.

"If I give you free publicity, I will also have to give the 'other fellow' free publicity.

"You, of course, know the great amount of free publicity that is offered the newspapers these days.

"Which would you and your client prefer—the advertisements of your new car surrounded by free publicity blurbs, which do not fool even the dumbest newspaper reader, or printed on a page whose reading columns is chock full of live local and national news of interest to every reader?

"Assuring you of our desire to co-operate with you in every practical way possible—"

I showed the letter to the advertising department. "Mail that, and we might as well kiss the account good-bye," was its verdict.

Nevertheless, I mailed it—and about a month later along came the account, with the Telegram in on the advertising campaign right from the start.

It was this incident that led me to print the following statement on all Telegram promotion literature sent out to national advertisers and advertising agencies:

"The Greater Clarksburg Telegram does not publish free reading notices or propaganda of any kind, all space being given to the publication of NEWS and paid advertising."

My experience in eliminating all kinds of free publicity from the columns of the Telegram during the sixteen months I was its general manager led me to these fixed conclusions:

1. Banning publicity does not decrease a newspaper's volume of advertising—it increases it.

2. It not only increases reader interest in the paper—it gets and holds new readers. (All the time the Telegram was giving all of its reading space to news it was gaining new readers and holding them. The circulation was doubled in the space of sixteen months, and that without the use of contests or premiums.)

3. An advertising staff that has a good medium to sell and the gray matter and energy to sell it never has to fall back upon the bribe of a free reading notice to get any worthwhile advertiser in the paper.

4. And, finally, until the newspaper publishers as a class have the "guts"—as we said in them good A. E. F. days—to refuse the free space grabbers access to their columns for even so much as one agate line, the newspapers of America are not going to have the respect of advertisers and readers they are inherently entitled to.

COAST PAPER INCORPORATES

The Sun Printing Company, publishers of the *San Fernando* (Cal.) *Sun*, has been incorporated with an authorized capital of $50,000, of which $40,000 is paid up. Stockholders and officials of the company are: R. H. Glenn, president and manager; L. A. Glenn, vice-president and assistant manager, and K. K. Hooper, secretary and treasurer. The Sun was purchased five years ago by R. H. Glenn from Arthur G. Munn.

WANT BROOKLYN AD CLUB

Plans for the formation of an advertising club in Brooklyn were discussed recently at a meeting of several newspaper and advertising men who stressed the need of such an organization in Brooklyn. At the next meeting, which will be held on May 10, a committee will report the ways and means for formal organization.

CLUB PROGRESS SHOWN IN BEAZELL'S REPORT

Deficit in New York Newspaper Men's Organization Reduced and Membership Increased in Past Year

A net deficit for the 12 months ended April 1 of $894.34 was reported last week for the Newspaper Club of New York by William P. Beazell, president. Although a loss, the report showed an improvement for the period of $984.98 over the year before.



WM. P. BEAZELL

Mr. Beazell's report follows:

"The fifth year of the Newspaper Club of New York is drawing to its close and it seems to your president an appropriate time for a brief report to the membership of its affairs.

"During the year there has been a thorough purging of the rolls. All those in arrears beyond the statutory limit and who have, upon due notice, failed to re-establish themselves in good standing have been suspended, so that the membership now represents those, and those only, whose interest in the Club is evidenced by prompt and regular payment of their dues. It might be called a certified membership, and at no previous time in our history has the Club as an organization been so substantial and coherent.

"This has not meant retrogression in numbers. On the contrary, the membership on April 1, 1927, was larger than it was on April 1, 1926. The figures are as follows:

	1926	1927
Active	330	326
Associate	204	218
Non-resident	150	150
Total	684	694

"The income for the twelve months ended April 1, 1927, was $52,126.45, while expenditures for the same period were $54,786.19.

"These figures show an operating deficit of $2,659.74. Iucluded in this item, however, is the sum of $1,765.40 set aside for depreciation, making the net $894.34. For the twelve months ended April 1, 1926, the operating deficit was $1,879.32, an improvement for the present period of $984.98.

"In the item of operating expenses, there was a reduction of $526.48.

"The loss from the restaurant (which continues, and will continue, to be our largest single burden), was $3,311.48 which was less by $632.67 than it was during the preceding period, a very satisfactory condition.

"In its financial affairs the Club h shown an improvement that your dire tors believe to be promising of still be ter things in the future. The board h instituted a number of changes duri the year that are already demonstrati their value, and will make it still mo evident as time goes on. One of the may be cited by way of illustration: W are now setting aside each quarter reserve for depreciation, a provision n made before. In considering the figur that follow this reserve should be bor in mind.

"The Club, then, enters upon its six year in materially improved financial co dition. Its membership is larger and *active* in the true sense of the wor The prospect is one upon which we m look with pride and with satisfaction."

BRITISH BILL FORBID GENERAL STRIKES

Many Stringent Provisions in Pr posed Measure to Prevent Recurrence of National Tie-up

(*Special to* EDITOR & PUBLISHER)

LONDON, April 15.—If a strike has a object in addition to the furtherance a trade dispute within the trade co cerned, or if it is calculated to coer or intimidate the Government or the co munity or any substantial part of t community, it will be illegal, if the Go ernment's new Trade Union Laws B becomes law.

Besides giving protection to tra unionists refusing to take part in an legal strike, the bill also forbids t picketing of private residences, and t attempted coercion of men refusing strike by ridicule and so-called "peac ful" picketing.

The existing system of collecting levy for the political funds of a tra union is reversed, by allowing the work to express his willingness to contribu and the bill declares that a return to be made of the political funds of trade unions.

The Attorney-General is given powe to apply for an injunction to restra the application of trade union funds f any purpose contrary to the provisions the bill.

BRITISH PAPER IMPORTS

During February there was import into Great Britain from ten countries consignment 293,036 hundredweights newsprint paper, valued at £243,9 From 15 countries, including the Unit States, England received 79,499 hundre weights of other kinds of uncoated pri ing paper, valued at £79,727.

MILL STRIKE THREATENED

If the demands of the workers for wage increase are not granted a str in all the paper mills in Finland w commence on May 1, it is reported.

"The Largest Business of Its Kind in America"

HOTALING'S NEWS AGENCY

NEW YORK

Distributors of Out-of-Town Newspapers

RETAIL BRANCHES

NEWS-STANDS—43rd & Broadway
North End of The Times Bldg.

WOOLWORTH BUILDING
Barclay St. Entrance

FOREIGN NEWS DEPOT
The TIMES BUILDING

FROM "NEWSPAPER HEADQUARTERS," 308 West 40th STREET.
We make five deliveries daily to the principal hotel news-stands.
(Call Longacre 4649)

Any daily, Sunday or weekly newspaper in the world secured. Low prices quoted on quantity and standing orders.
Back numbers of New York and out-of-town newspapers carried in stock.

AN EXAMINATION OF MATERIALS, WORKMANSHIP,
OVERSIZE PARTS, STIFFNESS OF CONSTRUCTION, AND
SIMPLICITY OF DESIGN
OF

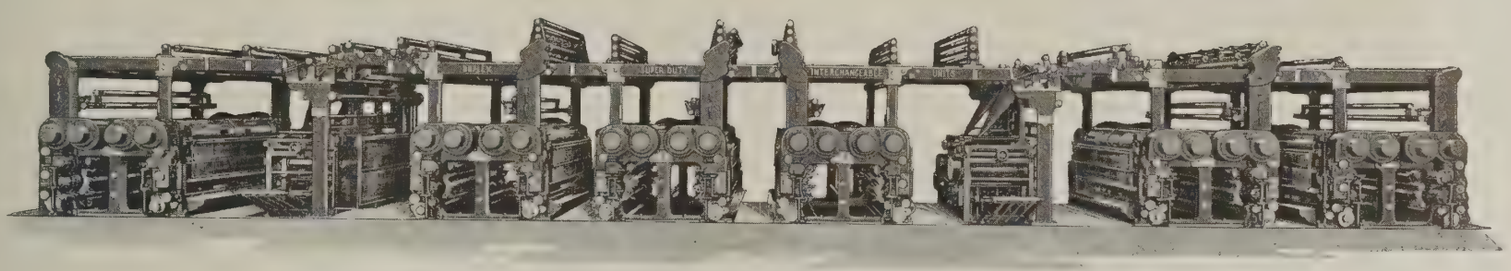
Duplex Super Duty Interchangeable Units

LED

THE WINNIPEG TRIBUNE

OF THE SOUTHAM STRING
TO PLACE THEIR ORDER
FOR

A Duplex Double Sextuple Press



DUPLEX SUPER DUTY INTERCHANGEABLE UNIT DOUBLE SEXTUPLE PRESS

A NEW STANDARD OF EXCELLENCE

IN

METROPOLITAN PRESS CONSTRUCTION

HAS BEEN ESTABLISHED, AND DISCRIMINATING
PUBLISHERS RECOGNIZE THE SUPERIOR MERIT
OF DUPLEX MACHINES

Our Customers Write Our Ads

The New York World
Akron Beacon-Journal
Madison Wisconsin State Journal
The Tampa Times
The Michigan Book Syndicate
Rock Island Argus
Williamsport Sun
Paterson Press-Guardian
Staten Island Advance
Huntington Herald-Dispatch
Cedar Rapids Gazette
Boston Post
Durham Herald
Windsor Border Cities Star
Green Bay Press Gazette
Waterloo Evening Courier
Hackensack Bergen Evening Record

THE DUPLEX PRINTING PRESS COMPANY

OF BATTLE CREEK, MICHIGAN

JOURNALISTS AND STATESMEN CONGRATULATE UNITED PRESS ON 20th ANNIVERSARY

CONGRATULATIONS from editors in many quarters of the globe poured in upon the United Press Associations on the occasion of that organization's 20th anniversary, Monday April 25.

Extracts of the texts follow:

"Warm congratulations on twentieth anniversary of the foundation of the United Press and lively wishes for the prosperity of the institution and personal well-being of its president."—Carlos Guzman Vera, director *El Tiempo, Lima,* Peru.

"I felicitate very sincerely the worthy president of the United Press on the anniversary today commemorating the world wide accomplishments of the organization. Best wishes for the continused prosperity of the institution."—Clemente Palma, director of *La Cronica,* Lima, Peru.

"Regretting very much not to be there personally to accompany you in today's happy anniversary, I express to you my friendly sentiments and the best wishes of *El Comercio* for the prosperity of the United Press."—Antonio Miro Quesada, director of El Comercio, Lima.

"On this auspicious date for you and for worldwide journalism, where the United Press has gained one of the foremost positions, I beg you to accept expressions of my esteem and our warmest felicitations and auguries that the great progress made by your organization will continue on an ever ascending curve due to the faithful compliance with your slogan—Independence, rapidity, impartiality."—Herman Tjarks, director of *Deutsche La Plata Zeitung,* Buenos Aires.

"Congratulations on the twentieth anniversary of the United Press which we consider a very wise and efficient youth for its age."—G. Forero, director *La Prensa,* Lima, Peru.

"Wish every journalistic success to United Press and personal happiness of president."—Barrios, director of *Mercurio,* Antofogasta, Chile.

"I send United Press, which is a daily collaborator in the history of the world through speedy chronicling of its events, the most cordial greetings of the *Giornale D'Italia,* together with an expression of the hope that the United Press will cooperate in spreading in foreign countries a better knowledge of Italy."—Virginio Gayada, editor, Giornale D'Italia, Rome.

"Sincerest congratulations anniversary; hope your dinner is forerunner of long procession of anniversaries, each signalizing future growth influence."—R. D. Blumenfeld, editor *London Daily Express.*

"*O Jornal* congratulates United Press 20th anniversary, wishing continued success."—Chateaubriand, director O Jornal, Rio de Janeiro.

"Heartiest congratulations 20th anniversary. Our readers in Hamburg and throughout the world, like ourselves, highly appreciate your important services."—*Hamburger Fremdenblatt,* Hamburg, Germany.

"Directors and editors of *Gazzetta del Popolo,* old paper of Italian risorgimento and Mergan, Mazzini, Cavour, Garibaldi, salute with fraternal greetings young powerful American agency, United Press, hoping its co-operation serve to greater success both institutions which symbol of Italian-American Fraternity."—Dr. Maffio Maffi, editor Gazzetta del Popolo, Turin, Italy.

"Heartiest congratulations on your 20th anniversary. In our years of cooperation we have realized how extraordinarily rapidly your news service operates and how it is everywhere constantly alert. Supplementing the reports of our own corespondents, your reports have rendered to our readers throughout the world a great service. We wish you further successes"—*Frankfurter Zeitung.*

"With regret that I am unable personally to attend the celebration of the twentieth anniversary of the United Press, I send you felicitations and my wish for a brilliant career for that agency and for its prosperity, and send friendly regards."—Gabion, president director of Agence Radio Telegraphique, Paris, France.

"Heartiest congratulations 20th anniversary United Press with which *Nippon Dempo* has been associated practically from its inauguration. United Press has proved steadfast to liberal idealism and sane methods which have resulted in a prosperity contributing to the recent rapid growth of the Far Eastern Press. Fervently hope continuation successful co-operation and higher achievements in future.—Hoshio Mitsunaga, president Nippon Dempo Tsushin Sha, Tokio, Japan."

"Please accept my heartfelt thanks for your kind invitation. Unfortunately circumstances beyond my control prevent my attendance at the fraternal gathering but you may be assured that I shall be present in spirit. Meanwhile I beg you to convey my most affectionate greetings to my colleagues who are more fortunate than I am and will be present with the United Press. May the United Press celebrate many anniversaries and be, as heretofore, a bond linking together the countries of our beloved America."—Ezequiel P. Paz, director of *La Prensa,* Buenos Aires.

"Many thanks for your courtesy. Nothing could possibly give me more pleasure than to be with you at dinner and convey to you orally my hearty congratulations on this glad occasion and wish you many happy returns."—Motoyama, president, *Osaka Mainichi* Osaka, Japan.

"Convey sincere congratulations on United Press attainment of its twentieth birthday. Your service has contributed much to the development of journalism in Japan, particularly to the mutual understanding among newspapermen of the two nationalities."—Murayama, president *Osaka and Tokio Asahi.*

"Many thanks kind invitation; best wishes and congratulations."—Silva Vildosola, director *El Mercurio,* Santiago, Chile.

"I congratulate you and your associates upon the wonderful institution you have created."—LeRoy Sanders, Portland, Ore.

"The growth of the United Press has been one of the amazing developments of the first two decades of the 20th century."—Alfred O. Andersson, *Dallas* (Tex.) *Dispatch.*

"I have been with you for over 11 years and as I told one of your men the other day, I shall never forget the courtesies extended."—Fred Massengill, *Terrell* (Tex.) *Daily Tribune.*

"We congratulate United Press on moving to forefront great international news agencies through objectivity, speed, accuracy, broadminded reporting. May further growth and new successes in service world-uniting reporting await United Press."—Hans Walter Schuettpelz, editor in chief, *Industrie und Handelszeitung,* Berlin.

"Behalf *Correio da Manha* extend sincerest congratulations United Press on occasion of twentieth anniversary."—Pinheiro, Cunha, Rio de Janeiro.

"Many years' association with United Press has afforded me an opportunity to know the United Press as an exemplary news agency. I am happy to say the news service meets all desires of publishers and editors—is world embracing, rapid, absolutely conscientious. United Press correspondents are exact, well-informed men with excellent connections assuring readers best information. Authors United Press special articles comprise outstanding names international journalism and diplomacy. Therefore delighted opportunity extend heartiest congratulations United Press twentieth anniversary."—Victor Hahn, publisher *Achtuhr Abendblatt,* Berlin.

"Warmest felicitations to United Press which for French newspapermen is a model of loyalty, independence and technical perfection."—Maurice de Waleffe, editor *Paris Midi* and general secretary Latin Press Bureau."

"I wish to offer sincere congratulations to the great American news agency on the occasion of its anniversary."—Rene Lara, director *Gaulois,* Paris.

"Mighty United Press has my congratulations sincerest wishes for continued prosperity"—Raymond Lange, general secretary, *L'Intransigreant,* Paris.

"Sincerest congratulations for the United Press, its leaders and their colleagues."—Prof. Julius Ferdinand Wolff, editor in chief, *Dresdner Neueste Nachrichten,* Dresden, Germany, and vice-president of the League of German Newspaper Publishers.

"Entire personnel *La Razon* and I personally cordially congratulate United Press which has efficaciously collaborated in successes of our newspaper."—Angel L. Sojo, director La Razon, Buenos Aires.

David Lloyd George sent the following cablegram from London: "Congratulations on the attainment of the twentieth anniversary of your world famous organization whose news comes from and spreads to every quarter of the globe. I hope it will long prosper and continue the service it is rendering to so many nations in its dissemination of reliable news about the happenings of the world."—Lloyd George.

"The *Cambridge Jeffersonian* extends sincere greetings on this your twentieth anniversary. The fairness and efficiency of United Press reports gain new friends daily and your whole hearted co-operation with editors and publishers makes for their success. May your splendid efforts continue to meet with abundant prosperity."—The Jeffersonian Company, Inc., T. E. Amos, president, Cambridge, O.

"I send United Press and all its collaborators my remembrances and my best wishes."—Raymond Poincare, Premier of France.

"Greetings to your worldwide international press association on occasion 20th anniversary. The shipping services, cables, radio, press associations and one hopes television are breaking down race barriers and misunderstandings. We are one human family with far too many divisions. Keep on extending your services."—Robert Williams, general manager, the *London Daily Herald.*

"*Temps,* one of the Doyens of French newspapers which counts 67 years' existence is happy to address fraternal congratulations to United Press on occasion 20th anniversary. Famous verse of Corneille Value doesn't depend on the number of years' applies perfectly this great news agency which succeeded in a few years creating powerful news organization and extending its action to farthest corners of the world.—*Adrien* Hebrard, director Le Temps, Paris.

"At the moment when in the presence of the President of the United States, the United Press of America celebrates its 20th anniversary, I am happy to be able to address my warmest felicitations. I express most cordial wishes for the great institution, the United Press which contributes so powerfully to the exchange of news and ideas between two friendly nations, the United States and France."—Aristide Briand, Foreign Minister of France.

"In common independence, The Telegraphen Union greets its American sister on its 20th jubilee."—*Telegraphen Union,* Berlin.

"Warmest congratulations to United Press celebrating its 20th anniversary. All responsible people here welcome the free and full exchange of news and opinion as prime factor in Anglo-American accord and world peace."—Sir William Berry, proprietor, *London Sunday Times, London Daily Sketch, Financial Times.*

"Director of *La Capital at Rosario,* dean of Argentine newspapers is pleased to felicitate the United Press on its 20th anniversary which it is celebrating today auguring a greater guarantee of universal prestige which the United Press has gained."—Leopold Lagos, Rosario, Argentina.

"I do not think that any news agency has ever labored more consistently or more effectively for the public welfare and for the interests of the newspapers it serves than has the United Press. We have had United Press service for many years and have always found it to represent the highest standard of news service and to reflect an attitude most consistent with the best interest of the public. My congratulations to you on your 20th anniversary.—George Carter, *Wilmington* (Del.) *Evening Journal.*

"The United Press is to be congratulated on the remarkable growth it has attained in the past year. This development is emphasized in our minds when we realize that this is only the 20th anniversary of establishment of this great newsgathering and new disseminating organization. Please accept my most sincere wishes for continued success."—Dwight Young, editor in chief, *Dayton Herald.*

"Congratulations upon your 20th anniversary the independence, impartiality and liberal tendencies of the United Press are well known and appreciated in England and Australia."—Tom Clarke, managing editor the *Daily News,* London.

ADDS FOODS SECTION

A two-column woman's page food department conducted by Miss Helen M. L. Nolan is now being developed by the *Albany* (N. Y.) *Evening News* into a four-page weekly Pure Foods section. Recipe contests with cash prizes are featured.

SPANS 50 YEARS

John G. Zook, editor and manager of the *Lititz* (Pa.) *Express,* issued a 50th anniversary number on April 14 of 16 large illustrated pages. The Express was known prior to 1881 as the *Sunbeam.* Since 1895 Mr. Zook has been the sole owner.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, RICHMOND, ATLANTA, BUFFALO, PITTSBURGH, CLEVELAND, DETROIT, CHICAGO, CINCINNATI, ST. LOUIS, MILWAUKEE, MINNEAPOLIS, KANSAS CITY, DES MOINES, DENVER, LOS ANGELES, SAN FRANCISCO, PORTLAND, SPOKANE, WINNIPEG



Starting **June 1st**

Reg'lar Fellers

the daily comic strip by GENE BYRNES

will be distributed by the

NEW YORK **Herald Tribune Syndicate**

The "Reg'lar Fellers" Sunday page will be sold, as usual, by the Herald Tribune Syndicate



The story in Clippings

CHICAGO I

TRIBUNE SETS A WORLD MARK FOR ELECTION EXTRAS

Record Circulation of 909,448 Papers.

(Picture on back page.)

THE TRIBUNE established a new record in its own circulation and set a mark of mechanical and human efficiency unequaled by any newspaper in the world, in getting out its election editions yesterday for Chicagoland.

A 50 or 52 page paper, in three sections, was turned out by THE TRIBUNE presses for nearly every ballot cast in the war of a million votes between Thompson and Dever. There were 921,530 papers run off the presses, and the actual paid circulation was 909,448

Analysis of these figures in the circulation department shows that the public regarded the Thompson-Dever fight with greater interest than the Dempsey-Tunney battle. The previous circulation record was set by the championship battle, when 905,000 papers were sold

133,000 Extras Go on Street.

In the mayoralty election four years ago 624,663 papers were sold, with about 60,000 extras as a result of the election interest. There were 133,000 extras yesterday for street sales.

Back of this achievement is not only the story of THE TRIBUNE plant, on its mechanical side, but the enthusiastic coöperation of 650 men in all news, advertising and mechanical departments, working with speed, precision, and a wholehearted, eager interest. They were out to make a family record and they did it.

Something of the magnitude of this one day's editions may be appreciated when it is stated in different terms. It meant 388 tons, or 775,084 pounds, of white paper used. This is 586 rolls, or about fourteen carloads. It is represented in other terms by 580 cords of pulpwood, and traced still further back might have been found a short time ago in all the sizable spruce and balsam trees that were growing on an 85 acre tract in the virgin woods of THE TRIBUNE paper mills.



Deadline Pushed Ahead.

The regular closing time, or deadline, for the composing room is 8:45 o'clock in the evening. This was pushed up three-quarters of an hour on election night. The whole machine was thrown into high speed to make the most of these precious 45 minutes. It meant an earlier closing time for advertising copy and necessitated reporters coming in from the street, or telephoning stories, so that everything would be three-quarters of an hour ahead.

Fifty page forms on the composing room tables were all closed in thirty minutes. As the last minute was in sight one form was left with an unfilled hole. Some advertiser had not put his copy through in time. Six men jumped at the form, threw in a "space reserved" plate, piled the "furniture" around it in less time than it takes to tell it, and sent the page away with a whoop of delight.

The next test was in the stereotyping room, where 800 plates had to be made for the eight presses that were waiting for the touch of an electric switch to set them thundering. The stereotypers cleared in twenty-four minutes. The presses started at 8:24 and at 8:30 the first of the delivery trucks was in the loop with the finished product, THE TRIBUNE election edition.

From then on it was a smooth engine that never faltered. The pages were increased to 52 for the home and final editions. Sixty wagons and 48 trucks were at work speeding across town, to trains and newsstands, and at 5:59 in the morning the last of the 909,448 papers was out of the way. The pressmen, stereotypers, photo-engravers, mailers, and drivers were happy.

The presses turned out these papers in 8½ hours, a feat impossible in any other newspaper plant with this size and three section division of a paper.

Press Capacity Increased.

The superiority of THE TRIBUNE presses lies in the fact that they can hook up seven units instead of the usual six. In this way the capacity has increased from a 48 page limit to 56 pages. The whole battery of presses is built in tandem, and the extra capacity has been attained by placing at intervals and at right angles, an extra press unit. Every revolution turns out two papers.

Nine presses were used in printing the home and final editions of 52 pages, arranged in sections of 28, 10, and 14 pages, news, sports, and features. The new press unit and an assembling works on top of the presses makes such a natural separation possible.

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Composed, at present of 72 Goss High Speed Low Construction Press Units and 15 pairs of Goss Imperial Folders, this vast battery of press equipment is not large enough to keep pace with the tremendous strides in circulation which The Tribune is making. There will shortly be added 16 additional Goss Press Units and two pairs of folders, to be installed in a new building adjacent to The Tribune Tower.

Goss Presses—*Choice of Successful Publishers Everywhere*

CATALOG ON REQUEST

THE GOSS PRINTING PRESS CO.

Main Office and Factories, CHICAGO, ILL.

NEW YORK OFFICE 220 West Forty-Second St.

SAN FRANCISCO OFFICE 646 Call Building

The Goss Printing Press Company of England, Ltd., London

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AWARD JURIES NAMED TO DETERMINE 1926 PULITZER PRIZE WINNERS

Eight Newspaper Men to Pass on Journalistic Offerings—Names of Winners to Be Announced Following Board Meeting in May

THE juries to select winners of the annual Pulitzer prizes in journalism and letters, totaling $9,500, were announced at Columbia University last week. Following the meeting of the Advisory Board of the School of Journalism early in May, the winners will be named, together with the three graduates of the Journalism School who have been awarded the annual traveling scholarships of $1,500 each.

Prizes in journalism and juries:

"For the most disinterested and meritorious public service rendered by any American newspaper during the year, a gold medal costing $500." Judges: Jerome B. Landfield, New York, journalistic research expert; Dr. John W. Cunliffe, director of the Pulitzer School of Journalism, and George M. Armstead, managing editor, the *Hartford* (Conn.) *Courant*.

This same jury will also decide "the best history of the services rendered to the public by the American press during the preceding year or for the publication and distribution through the Columbia University Press of publications of service to American Journalism ($1,000)."

"For the best editorial written during the year, the test of excellence being clearness of style, moral purpose, sound reasoning and power to influence public opinion in the right direction, due account being taken of the whole volume of the writer's editorial work during the year ($1.000)"—Dr. R. C. E. Brown and Dr. A. S. Will, instructors in the Pulitzer School of Journalism, and George Nox McCain, political writer on the *Philadelphia Public Ledger*.

"For the best example of a reporter's work during the year, the test being strict accuracy, terseness, the accomplishment of some public good commanding public attention and respect ($1,000)"—W. P. Beazell, assistant managing editor, the *New York World;* Albert W. Cummins, managing editor, the *Wilmington* (Del.) *News,* and Merryle S. Rukeyser, instructor in financial writing, Pulitzer School of Journalism.

"For the best cartoon published in any American newspaper during the year, the determining qualities being that the cartoon shall embody an idea made clearly apparent, shall show good drawing and striking pictorial effect, and shall be helpful to some commendable cause of public importance, due account being taken of the whole volume of the artist's newspaper work during the year ($500)"—Dr. Walter B. Pitkin and F. Fraser Bond, instructors Pulitzer School of Journalism, the latter also of the *New York Times* staff, and Newbold Noyes, *Washington* (D. C.) *Star*.

Prizes in letters and juries:

"For the American novel published during the year which shall best present the whole atmosphere of American life, and the highest standard of American manners and manhood ($1,000)"—Richard Burton, Englewood, N. J., author and critic; Robert M. Lovett, Chicago, editor, college professor and novelist, and Jefferson B. Fletcher, author and Professor of Literature, Columbia University.

"For the original play, performed in New York, which shall best represent the educational value and power of the stage in raising the standard of good morals, good taste and good manners ($1,000)" — Augustus Thomas, New York, playwright; Walter Prichard Eaton, Sheffield, Mass., author and novelist; Clayton Hamilton, New York, playwright.

"For the best book of the year upon the history of the United States ($2,000)"—Worthington C. Ford, Boston, Mass., professor; James Truslow Adams, Bridgehampton, N. Y., writer and winner of the Pulitzer history prize in 1922; Charles Downer Hazen, Professor of History at Columbia University.

"For the best American biography teaching patriotic and unselfish services to the people, illustrated by an eminent example ($1,000)"—Royal Cortissoz, art editor, the *New York Herald Tribune;* Ray Stannard Baker, known also under his nom de plume, "David Grayson," Amherst, Mass., author; M. A. De Wolfe Howe, Boston, author, vice-president of the Atlantic Monthly Company.

"For the best volume of verse published during the year by an American author ($1,000)"—Wilbur L. Cross, Dean of the Graduate School, Yale University, author; Ferris Greenslet of Houghton Mifflin & Co., publishers, Boston, author, and John Erskine, Professor of English at Columbia University, poet and novetlist.

NINE SPEAKERS NAMED FOR I. A. A. CONVENTION

Work, Hoover, Aylesworth, "Roxie" Among Those Named by Denver Program Committee—Annual Business Session Wednesday

Nine speakers have accepted invitations to address the annual convention of the International Advertising Association to be held at Denver June 26-29, E. D. Gibbs, program chairman, announced on April 19.

They are Hon. Hubert Work, Secretary of the Interior; Hon. Herbert Hoover, Secretary of Commerce; M. W. Aylesworth, president of the National Broadcasting Company, New York; Harold F. Ritchie, president of the Harold F. Ritchie Company, Ltd., Toronto; Col. Paul Henderson, general manager of the National Air Transport, Chicago; Mrs. Emily Newell Blair, chairman of the Women's National Democratic Committee; F. L. Rothafel, "Roxy," managing director of the Roxy Theatre; Joe Mitchell Chapple, Boston; and Harold Stonier, president of the Advertising Club of Los Angeles.

Arrangements have been made to hold the annual business meeting Wednesday, immediately after adjournment of the departmental sessions, closing the convention of this day to give more time for sight seeing.

WILLAMETTE EARNS $607,274

Net earnings of $607,274 for the first quarter are shown in the report of the Crown Willamette Paper Company and subsidiaries, excluding the Pacific Mills Limited. This is after all charges and taxes. The net earnings of Pacific Mills Limited were $205,768.

WEEKLY EDITOR SEEKS NEWS—GETS IT!

WHILE E. J. Leibel, editor of the *Payne* (O.) *Reflector,* weekly newspaper was in the Farmers' and Citizens' Bank seeking news April 12 the village's biggest news event of the year occurred.

Two armed bandits entered the bank, commanded Leibel and L. C. Poland, president of the bank, to lie on the floor while they scooped up $2,000 in cash and escaped in an auto driven by a third man.

Residents pursued the bandits but were halted by a freight that blocked a crossing over which the bandit car had escaped.

The HARRISBURG TELEGRAPH, representing the principal retail market in Central Pennsylvania, is one of those progressive newspapers that has made a survey of the market it serves, has available facts and figures pertaining to the potential market, the buying habits and characteristics of the families in the market, and stands ready to help every advertiser merchandise his product. It is represented in New York, Philadelphia, Chicago, San Francisco and Los Angeles by Story, Brooks and Finley, Inc.

AMAZING ADVENTURE OF "STARS AND STRIPES"

Founding and Publishing "The Doughboy's Newspaper" a Remarkable Achievement by American Newspaper Men in Wartime France, Now Told for First Time

By MAJOR DONALD L. STONE

(Continued from last week)

THE paper was not long in obtaining suitable quarters. With the sixth issue the growing editorial and business forces found themselves in a comfortable and commodious suite at 1 Rue des Italiens, a modern office building just off the "Grands Boulevards." In time two floors of this building were occupied, but even that space was insufficient. Issue number 44 was prepared in the final home of the paper, the *Credit Mobilier* building at 32 Rue Taitbout, also occupied by the American Chamber of Commerce. This editorial and business office was on a scale fitting a big city newspaper, and it was very hard for persons coming then in contact with the Stars and Stripes to realize that in a few short months it had grown from nothing at all.

The Daily Mail continued to print the paper until August 1918. At that time the circulation became too great for the resources of its plant. The composition and make-up continued to be done at the Daily Mail, but printing was from that time on done at the building of *Le Journal*, a Paris daily with particularly fine and modern equipment. Thus the Stars and Stripes was, on the mechanical side, a very cosmopolitan paper. The composition was done by American enlisted men. The engraving was done by Frenchmen. Printing was done first by British and then by French workmen. And French and American agents worked together on circulation.

The editorial force grew steadily with the expansion of the paper. The first managing editor was Private John T. Winterich of the 96th Aero Squadron and formerly of the *Springfield Republican*. He continued his able work of direction and editorial writing until after the Armistice, when he was succeeded by Private Harold W. Ross of the 18th Engineers and the *San Francisco Call*. Winterich continued however to serve as a member of the editorial board. Other members of the council were Sergeant-Major Philip Von Blon of Base Hospital 4 and the *Cleveland Plain Dealer*, Jack S. Connolly of the 101st Field Artillery and the *Boston Herald*, Robert I. Snadjr of the 308th Ammunition Train and the Cleveland Plain Dealer and John Black of Base Hospital 15 and the *Brooklyn Eagle*.

The real "war correspondent" of the paper was Sergeant Alexander Woollcott, of the Medical Corps. In civil life Sergeant Woollcott was the dramatic critic of the *New York Times*. Discovered at Base Hospital Number 8 and "drafted for the emergency," Woollcott did some of the best work of his career as the man who from week to week covered the stories of Chateau Thierry, St. Mihiel and the Argonne for the soldiers' own paper.

Nor was he the only nationally known writer on the staff. Lt. Grantland Rice contributed an article to the sport page for many issues until orders recalled him to the fighting zone. For a couple of months Captain Franklin P. Adams was detailed from the Intelligence Section and militarized the "W. K. Conning Tower" of "F. P. A."

In C. Le Roy Baldrige the Stars and Stripes uncovered another first-class cartoonist. Serious cartoons with a message and a punch were his *forte*. Baldrige's cartoons were reprinted frequently in both Europe and America, with enthusiastic comment. If Wallgren was the Bairnsfather of the A. E. F., Baldrige may fairly be called its Raemakers. A series of humorous letters from

Donald L. Stone, the writer of this article, is a Major in the Military Intelligence Reserve, and was formerly Acting Chief of Press and Censorship, American Expeditionary Forces. He is at the present time a professor at Dartmouth College. This is the second and last installment of Mr. Stone's narrative.



Putting to bed the last "Victory Edition," of the *Stars and Stripes*.

"Henry's Pal to Henry," written by Sergeant Seth T. Bailey, were so much appreciated that they were reprinted in book form, and Sergeant T. H. Bliss made many a muddy and war-weary doughboy forget his troubles with the delicious foolery of his "Dizzy Sector."

The following statistics will show the rapid growth of the paper. February 8, 1918, 30,000 copies (largely unsold); March 8, 40,420 (sold out); April 5, 52,500; May 24, 70,000; July 5, 102,988; August 23, 203,600; October 18, 311,350; Nov. 22, 400,000; Feb. 7, 1919, 522,000 (the peak). From then on, the paper slowly decreased in circulation with the departure of the A. E. F. until it closed with the issue of June 13, 1919.

The reasons for the remarkable success of the paper have their root in the fact that it filled a real need. It filled that need because it was interesting, it was full of real news, it was funny, and above all because it was honest and played fair. Printing the names of the editorial board with their army rank as privates, corporals and sergeants was a gesture that inspired deserved confidence. Privates Ross, Winterich, Baldrige and Wallgren refused promotion even to non-commissioned rank because they felt that the logic of their position demanded that they remain the commonest of common soldiers. That meant real sacrifice, for it was far from the "life of Reilly" to be a "buck private" in Paris, with only a private's pay.

From the beginning it was a rule that all news matter must be of general interest, and it had to be written so as to bind it, in some way, to the interest of the American soldier. If news was not of concern to him, it was not used. French, British and other propaganda was offered to the paper in enormous volume, but it was culled over and only that which contained genuine news of interest to the A. E. F. was printed. Everything else—which meant most of it—was rejected. So incidentally, was American propaganda unless it was news. Viskniskki personally assumed the task of keeping propaganda out of the paper.

The paper did not suppress disagreeable things. Rather, it admitted them when prepared in humorous form. The constant effort was to make a joke of the mud, of the "cootie," of the other infinite woes, with the knowledge that if the American soldier could ever be started laughing at his troubles the troubles would either disappear or become negligible. General Nolan supported this policy even when an occasional letter was printed that looked as if it meant trouble, convinced that the soldier's reaction to that letter would be what was desired. The result again was that the soldiers felt it was *their* paper and not controlled by that intangible but always suspect phantom known vaguely as G. H. Q.

To cite specific examples, the Stars and Stripes never pretended that our losses were lighter than they really were; it never pretended that transportation and supplies were better than they really were; it never pretended that the men were paid on time. On the contrary it stated flatly that they were not, but it did it as humorously as such a mournful subject would permit. In brief, the paper actually assailed various aspects of an army which it was most anxious to defend. It assailed them in cases where it was common knowledge that the army was weak, thus gaining full confidence that the weekly was both independent and fair. The confidence thereby inspired was invaluable in bringing respect and credence without bounds to the vitally important defense of our army's policies and progress which the paper from time to time took up.

Thus the Stars and Stripes fulfilled the hopes of its founders. The soldiers had faith in the paper, and the paper had unbounded faith in the fact that the army was essentially all right and certain of ultimate success. The editors never lost sight of the great principle of army unity which was their creed. At first emphasis was on the point that called the paper into being—direct and indirect stress on the fact that scattered troops serving all along the Western Front and other fronts were all Americans, bound together in a common purpose despite the diversity of their commands.

Later there appeared the need of emphasizing another kind of unity, that of the combat troops and of the supply troops, many among the latter feeling an unreasonable and yet a natural chagrin that they, too, could not be assigned to front line duty. The situation was made more acute by a tendency on the part of combat troops to tease the men in support. It takes five men behind the lines to support one man in the trenches. But that fact had to be made thoroughly understood, and a non-combatant *esprit de corps* developed, to remove the sting from such songs as "Mother take in your service flag, your son's in the S. O. S." The Stars and Stripes was the prime factor in demonstrating, by its publicity concerning construction and maintenance men, quartermasters and stevedores, the complicated and stupendous program of the Commanding General of the S. O. S. A pride in their work and duties, which accomplished gratifying results, was stimulated in the men of the service supply corps.

Still later, after the hostilities, there came the need of building up the morale of men longing for home and unable to go. This was done in various ways Baldrige, in one of his finest cartoons showed the relative triviality of the impatient longing by a picture of two dead doughboys, muffled up on stretchers behind the lines, with the caption "The First to Go Home." News articles recorded the actual progress made toward evacuation. It was demonstrated mathematically that if it took the army and navy with their best efforts one month

(Continued on page 116)

OF INTEREST TO NEWSPAPER PUBLISHERS

We own and offer:

20-page Duplex Press, 8 columns, 22¾" cut off
Model 8 and Model 22 Linotypes, almost new
Split Magazines and Display Mats
2—Wesel Electric Galley Proof Presses
1—Heavy Duty Wesel Saw
2—Hoe 8-column Flat Casting Boxes
2—Monotypes and Keyboards
Large Quantity All-Steel Form Tables
7- and 8-column Chases.

Call and see our display of rebuilt equipment, which will save you money, or send for latest issue of the "Hall Broadcaster."

THOMAS W. HALL CO., INC.
575 Washington St., New York
Phone: Walker 7522

Philadelphia Offers
An Exceptional Market!

The Philadelphia Metropolitan Area

IS BY FAR THE RICHEST AREA CONTAINED IN THE

Third Federal Reserve District

It Contains:

59%
WAGE EARNERS MANUFACTURING

71%
WHOLESALE TRADE

58%
RETAIL TRADE

49%
POPULATION
and

61%
INCOME TAX RETURNS

Its Prosperity Is Solidly Based On the Magnitude and Variety Of Its Industries.

The trend of business in Philadelphia, the economic centre of the Philadelphia metropolitan area, is steady, and the sales curve shows a continuous rise. There are a number of contributing reasons for this unusual prosperity. First, the population is continually growing—causing an increasing demand for manufactured products, materials, foodstuffs, etc. Second, the fact that concerns manufacturing seasonable products are so well balanced means that Philadelphia has no serious unemployment problem. Third, since not one of its great industries employs more than a small fraction of the available labor, a slump in any one industry can have little effect on business conditions as a whole.

What does all this mean to the national advertiser? The answer is obvious. Philadelphia offers a steady market for any product of merit. The buying power of this area is unlimited and the new article is welcomed by a potential market of over 3,500,000 people—the great majority of whom are able to satisfy their every need.

The question, then, is not one concerning the value of the market, but how to cover it effectively.

The Philadelphia Inquirer covers the Philadelphia trading territory like a blanket. Its percentage of the total circulation in this district of the three morning newspapers is over 54% Daily and over 44% Sunday—and The Inquirer's circulation is constantly growing.

In total volume of advertising no Philadelphia newspaper—morning or evening—equals The Inquirer. During the year 1926 The Inquirer published 21,893,400 lines, while the next paper (evening) carried but 20,479,800 lines.

Thus, in planning your Philadelphia sales programme, the necessity of using The Philadelphia Inquirer must be apparent.

Guarantee: The Philadelphia Inquirer absolutely guarantees that every morning in the year, before breakfast is served, over 75% of Philadelphia's worthwhile homes have received their copies of The Inquirer from the hands of responsible carriers.

The Philadelphia Inquirer

Pennsylvania's One Big Morning Newspaper

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

THE ELVERSON BUILDING, Philadelphia

NEW YORK
285 Madison Ave.

"STARS AND STRIPES"

(*Continued from page* 114)

to send home 300,000 troops, it would take seven months to send home two million, and that in the nature of things some would have to wait longer than others.

During this period there was naturally a heavy increase in humorous and sports material. Morale was also fostered by printing an elaborate series of accounts of what had been done during the war by divisions, by services and the like. This was under the charge of Captain Joseph M. Hanson of the General Staff historical section, who was detailed for the purpose. There were few features of the paper that were more successful. These so-called "Divisional Histories" were the first reasonably accurate and consecutive account to be printed of the A. E. F. combat activities. It is believed to have accomplished a great deal for divisional spirit, and to have educated the men generally as to what was accomplished by the American effort.

A feature of the paper that was much appreciated during the post-Armistice period was the amusement page. The Y. M. C. A. and the Knights of Columbus sent over to France vaudeville and legitimate actors, vocalists and musicians, and even elocutionists and acrobats, to entertain the troops. Anyone who was in France at the time will remember the excellent musical revues and burlesques, put on by soldier troupes representing their organizations, which toured the several camps. The Stars and Stripes ran a careful calendar of such entertainments, and the announcements were eagerly scanned by the amusement-hungry and chronically "broke" soldiers, who profited by any opportunity of the sort anywhere near their camps, unless actually in hospital wards or the guard house.

Mention should also be made of the "Soldier's Service Department." The paper early undertook to answer the queries of soldiers on matters that were puzzling them. The questions asked ranged from serious to trivial and from grave to gay. They might run in a single mail from requests for a copy of President Wilson's "Fourteen Points," down through the right of a captain to dock a soldier's pay without a court-martial, to the age of Mary Pickford. Questions that were of general interest and not confidential were often printed, with their answers, in the paper's columns. The men in charge of this work were George W. B. Britt, A. F. C., and Sergeant William F. Germain of the 320th Machine Gun Battalion and the *New York World*. A force of eight field clerks were eventually required to assist these men. In all, more than 100,000 letters of inquiry were received and answered. Field Clerk Britt was also the editor in charge of the sporting page, which, of course, became highly important when military hostilities ended and peaceful army athletics increased.

News stories were supplemented by campaigns of a news nature. There is no better test of a newspaper's hold upon its readers than for it to sponsor an idea which it believes to be worth while and to seek concrete response from its subscribers. An instance of the influence which the Stars and Stripes really had on its readers was the Mothers' Day Letter Campaign conducted by Sergeant Woollcott. The paper urged eloquently, by article and editorial, that every man in the A. E. F. should write a letter back home to his mother on Mother's Day, May 12, 1918. The postal authorities in the States agreed to give such letters the right of way, and that fact was played up. On May 31, 1918 there arrived in America a transport containing 1,425,000 letters written by officers and men of the army and navy, overseas. Two hundred and five thousand other letters had been received earlier in the same week. Not all of these letters were written to mothers of course, and it would be unfair to attribute them all to the Stars and Stripes campaign. But the number of letters written by the soldiers and sailors in Europe in that week was four times the normal total, and the paper was no doubt very largely responsible for the increase. An appeal to write home to "Dad" a Fathers' Day letter for Christmas brought almost as satisfactory a response.



Col. G. T. Viskniskki

The hold of the paper on the soldier is further illustrated by such a fact as this. In the spring of 1919 absences without leave became a serious disciplinary problem. The Stars and Stripes ran a news article setting out the increased penalties contemplated. Within a week 80 per cent of the absentees reported for duty.

The campaign that endeared the Stars and Stripes to the French people was that for the adoption of war-orphans. The paper worked out a plan, with cooperation of the Red Cross, by which American units were urged to contribute 500 francs each to adopt, for one year, a little French boy or girl whose father had been killed or hopelessly disabled in war service. Homeless waifs from the invaded regions were also eligible for adoption. The units were allowed to designate the sex, classification and age of the child; the Red Cross found the orphan, expended the money, and bore the expenses of administration. Started with the hope of having 500 children adopted, it ended with 3,567 adoptions. It was intentionally brought to a close when the number of adoptions grew beyond the facilities of the small Red Cross bureau to find the needed children and to oversee their care. Additional funds were then turned over for carrying on the education of the one-year "adoptees" for several years. One million francs was paid for this purpose in April 1919, supplementing previous payments totalling a million and a quarter francs. At the rate of exchange of the time that was over $250,000, but the buying power of the francs was of course much greater than the equivalent dollars.

Nor did the episode end there. In a number of instances a unit, before demobilization, raised sufficient funds to see that its own particular boy or girl was fed, clothed, housed and educated for several years to come. These contacts were a living force in our army's relations with the French people. Those who benefited—mothers and children—will always remember the A. E. F. and the Stars and Stripes with gratitude—a pleasant thought in these days of regrettable misunderstandings arising from war debts and the current rate of exchange. The very unusual character of the Stars and Stripes from the army standpoint is illustrated by the fact that it was a private, Harold W. Ross of the editorial staff, who conceived and executed this big project of caring for French orphans.

To what extent, as a matter of fact, was the policy of the Stars and Stripes controlled by General Pershing's headquarters? The answer is briefly that G. H. Q. reserved the right to step in, but in practice did not exercise it. There was officially a supervising board composed of Col. Walter C. Sweeney, Chief of Censorship; Lt. Col. Bruce Magruder, executive secretary of the Intelligence Section; Lieut. Viskniskki and Lieut. Watson. The board never held formal sessions. The fact was that Viskniskki, when informed of the creation of the board, protested vigorously to Col. Sweeney that it would be impossible to run a newspaper with a committee at its head, and the board was permitted to remain a legal fiction. The officer-in-charge was, however, in frequent consultation and communication with Colonel Sweeney and with General Nolan; indeed he visited Chaumont almost weekly to keep in touch with his superiors and to inform them of the paper's plans and progress. There were informal conferences in plenty, but almost an utter lack of formal orders and instructions. Viskniskki once told the writer that the only orders he ever received were a few lines directing him to organize and proceed to publish a paper to be known as the Stars and Stripes, and repeating in summary as its guiding principles certain recommendations as to policy that he had made by memorandum a few weeks before.

Of course, organizations under the army do not absolutely run themselves, especially in war time. General Nolan and Colonel Sweeney were seriously responsible for what might have become a dangerous machine. The heads of the Intelligence Section were in constant touch with the officer-in-charge, and they would have intervened instantly if the editors had been guilty of serious errors of judgment. But there was real agreement at both Paris and Chaumont as to general policies, and as time went on the weekly was so evidently in safe hands that there was a minimum of suggestions as to its conduct. Such problems of policy as arose were for the most part easily and quickly settled by personal conference. The relations between the Stars and Stripes and its chiefs at G. H. Q. were uniformly cordial. General Nolan, Colonel Sweeney, and his successors in the office of Chief of Censorship, Colonel E. Warner McCabe and Major Alexander L. James, frequently visited the Stars and Stripes office in Paris, but more as honored guests than as bosses. They were as proud of the paper as any man that worked on it.

In Paris, Viskniskki had, of course, an ultimate veto over the decisions of the enlisted board, but one which he used very cautiously and very sparingly. The officer-in-charge called and presided over meetings of the board of enlisted editors as an ordinary editor, despite the fact that he had final say in case of serious disagreement. The officers at G. H. Q. and Viskniskki himself thus gave the enlisted soldier-editors all possible latitude.

At the start of the paper there was a feeling at Headquarters that the Intelligence Section should exercise a mild or latent censorship by having the proof sheets sent to Chaumont for inspection and approval. It became at once evident that so cumbersome a proceeding was a physical impossibility, and the plan was never put in effect. Circumstances thus forced the army to rely largely on the discretion of the editors. The only censorship that the paper received, from the American standpoint, was a rapid reading by the American press censor who was in liaison with the French press censorship. But the American press censors never found anything wrong in the Stars and Stripes. They had the privilege of reading it a day in advance of the rest of the A. E. F., that was all.

In the spring of 1918 G. H. Q. showed

(*Continued on page* 118)

Supreme Metal Furnace
For remelting and refining metal

Simplex Metal Feeder
For composing Machines

Will be on exhibition during the A. P. & A. N. P. A. Conventions at the Waldorf-Astoria, in the alcove on the main floor.

Alfred W. Channing, Inc.
Manufacturers and Distributors of Equipment for Printers
27 THAMES ST. NEW YORK

Eliminates Requests

One of the results accomplished by our Complete Checking Proof Service is the solution to this question of "requests" and "complaints" about checking proofs not being received by agencies and advertisers. Not only will our service produce such satisfactory results as to reduce these requests to a minimum, but the few that may be received by our subscribers are simply turned over to us for handling. We maintain a complete copy file of every newspaper we represent which is used for that very purpose.

NOW—400 newspapers

The Advertising CHECKING BUREAU *Inc.*
79 Madison Ave. New York — 538 So. Clark St. Chicago

STABILIZING DEMOCRACY

Religion is the Mainstay of Democracy.

Essential Religion—popularly phrased; free from sectarianism and controversy reverent and expert, and ever related to the life of today—belongs in the Daily Newspaper, the one agency that reaches all the people.

To supply just this is the distinctive mission of the weekly Ellis Sunday School Lesson.

—More than a hundred newspapers use it;

(Some have done so for twenty-five years)

—Thousands of Bible Class and Sunday School teachers quote it weekly;

—Preachers use it in their sermons;

—Readers of all faiths write to their Editors and to us in praise of it.

These Are Wobbly Times:
Help Stabilize Them
By a Vital, Popular
Religious Feature.

THE ELLIS SERVICE
Swarthmore, Pa.

"Visualize Your Audience,"

Says O. C. Harn, Managing Director of the *Audit Bureau of Circulations,* in Address *to Advertisers*



O. C. HARN

managing director of the Audit Bureau of Circulations and winner of the Bok gold medal for distinguished service in advertising awarded by the Harvard Business School.

"Know what you are shooting at. Visualize your audience. Don't snatch merely at the largest circulation.

"It makes a great difference to an advertiser how a paper acquires a circulation. The class of people among whom a paper circulates also makes a big difference to the advertiser. The largest circulation, unless it is the best circulation, is not the most desirable.

"Advertising often costs thousands of dollars a shot. It is useless, unless you know what you are shooting at. It is not so many inches of space that you are buying, but a message to people. Try and think of advertising in terms of the audience you are addressing. Visualize your audience."

—Extracts from Mr. Harn's address before the Sixth District of the International Advertising Association in Milwaukee, March 23-24, as reported in "EDITOR & PUBLISHER."

¶ The Pittsburgh Chronicle Telegraph (evening) and Gazette Times (morning and Sunday) offer just the kind of "audience" that Mr. Harn describes—the circulation that brings the greatest results to advertisers in Pittsburgh.

¶ They are the established home papers—reaching those who earn and spend money in this fourth largest market in America.

¶ The purchasing power of their readers, either total or per capita, is greater than that of any other Pittsburgh newspapers.

PITTSBURGH CHRONICLE TELEGRAPH

"The Paper That Goes Home." (Evening)

Pittsburgh Gazette Times

(Morning and Sunday)

— Sold Singly or in Combination —

Circulation daily over 220,000
Gain over 10,000 in evening during year

Evening & Sunday circulation over 280,000
Gain over 10,000 in Sunday during year

E. M. BURKE, Inc.
Graybar Building,
420 Lexington Avenue,
New York, N. Y.
122 S. Michigan Blvd., Chicago
Constitution Bldg., Atlanta, Ga.

URBAN E. DICE, National Advertising Manager
Gazette Square, Pittsburgh, Pa.

R. J. BIDWELL COMPANY
742 Market Street, San Francisco, Cal.
Times Bldg., Los Angeles, Cal.
White-Henry-Stuart Bldg., Seattle, Wash.

"STARS AND STRIPES"

(*Continued from page* 116)

its appreciation of the good work of the officer-in-charge by promoting him to Captain.

The paper was technically a French newspaper in that it was printed and circulated on French soil. It was therefore always sent to the French press censorship in page proof, as were all other newspapers printed in Paris. The American army was too tactful to claim special exemption for its own paper. But the Stars and Stripes obeyed so well the letter and spirit of the local censorship regulations that in all its history the French censors never asked for a single deletion.

In December 1918, the paper was called upon to bear the greatest test to which it could have been subjected. Captain Viskniskki's health became gradually impaired by the long months of work and worry which his serious and manifold responsibilities involved. The captain was a fighter and not a quitter. He continued at his work, though it was becoming increasingly evident to his associates that his health was near the breaking point. General Nolan decided not to risk a nervous breakdown. The editor was relieved from duty, promoted to major as a slight evidence of the army's appreciation, and sent home to rest.

Later, Viskniskki was awarded a United States Army citation by General John J. Pershing "for exceptionally meritorious and conspicuous services in charge of 'Stars and Stripes,' official publication, American Expeditionary Forces," and Lt. General Robert Lee Bullard, commanding the Second American Army, recommended that he be given the Distinguished Service Medal with the following citation:

"For exceptionally meritorious service by his teaching and publication, creating in all ranks a great moral force which contributed in a most extraordinary degree to the final victory of the American Army."

For Viskniskki's successor, and with his full approval, General Nolan designated Mark S. Watson of the press section of G. H. Q., now captain by virtue of good work there. Watson had had long experience on the *Chicago Tribune,* and he had been in more active touch with the paper than any man at Chaumont. He went to Paris with no other thought than to carry out the ideas and ideals of the founder, and he did so for six months. The change of direction was not generally known at the time, but those on the inside were literally astonished. For the paper appeared from week to week, and month to month, without the slightest evidence, in form or content, of any change in management or policy. Captain (later Major) Watson was ably assisted in his new work by Captain Stephen T. Early, in civil life a Washington correspondent of the Associated Press.

Watson's greatest achievement in a constructive way was the successful conclusion of a long effort for the creation of a special military company for the Stars and Stripes personnel. The problems of circulation, subscription and paper stock had been settled. Two very vexing difficulties that remained were those of friction with the U. S. military authorities in Paris and the question of promotion in rank and pay for the enlisted staff. General Nolan always saw clearly that the Stars and Stripes was essentially a civilian auxiliary to the army. Accordingly the soldiers on the paper had been relieved from the start of all formal military duties and put on commutation of rations and quarters. In other words, they had their hours of labor, and were free in their spare time to do as they pleased, and to board and room where they liked, quite as if they were working on an ordinary newspaper. But the paper was published in Paris, not Chaumont.—It was very difficult for the commanding officer of U. S. troops in Paris to have more than a hundred



Editorial executives of the *Stars and Stripes* at work in headquarters office.

newspaper men in uniform wandering about the city freely, because they were under G. H. Q. orders, when practically all other soldiers stationed in Paris were under rigid discipline.

The U. S. commanding general, district of Paris, made vigorous representations to headquarters that, in the interests of discipline, he must be allowed to control the movements of all U. S. soldiers in his jurisdiction. And so early in 1919 the Stars and Stripes boys were made to realize that they were in the army. They were forced to give up their comfortable furnished rooms and favorite restaurants. Now they must live in the suburbs, in Clignancourt Barracks, under discipline and eat there, too, except when on duty.

The incident would have been of no great importance—for after all it is too much to expect peace-time conditions to obtain in war days—except for the fact that the officers of these barracks were not newspaper men or interested in newspapers, and hence were without sympathy for the peculiar needs of the paper. For instance, one Thursday morning, when the circulation department men were supposed to be at the Journal printing plant to bundle and ship the papers as they came off the press, an officer at the barracks detained them for personal inspection. Twenty-five thousand copies of the paper had been printed and were lying in heaps, unbundled and unlabeled, when the crew reached their posts. It became increasingly evident that the best way to handle a bad situation would be to group all the men into a special company, and to have it officered by men who would realize the needs of the organization and its special relation to the army.

Joined to this idea was that of killing two birds with one stone by having a peculiar sort of a company that would take care of the promotion problem. It was easy enough to get a soldier detailed for duty with the Stars and Stripes. Getting him an increase in rank or pay was another matter. He was now a "casual," and could be promoted only by his former commander who had, quite naturally, lost all interest in him when he left the "outfit." Watson continued conferences begun in Viskniskki's time with the central mail censor officer, who had the same problem on his hands, and they worked out a concrete proposition for headquarters' consideration.

General Nolan saw the point, and after many weary weeks of waiting, the War Department in Washington authorized the creation of two companies, the like of which had never been seen on sea or land. They were called "Censor and Press Companies 1 and 2." Their tables of organization called for half a dozen regimental sergeants major (the highest non-commissioned rank in the army), over a score of sergeants first class, with most of the rest of the two companies composed of sergeants and corporals. Among the comparatively few privates were the leading members of the editorial staff. The commissioned officers were, of course, "hand-picked" by Major Watson.

Advertising for the paper was handled by the business staff in Paris, and in Great Britain and the United States by the Dorland Agency and A. W. Erickson respectively, the latter giving his services and those of his agency without any pay whatsoever. Business firms realized that it was not only a patriotic proposition but an opportunity to reach a field of huge buying power, actual and potential, at reasonable rates. The advertising eventually reached 40 per cent of the space. The standards were those of the best American papers. That is, there were no special positions or free reading notices, no "keyed" advertisements, and no liquor, patent medicine or "fake" ads permitted.

The income of the paper was not limited to advertising and circulation receipts alone. Four volumes of reprints of material that had appeared in the paper were published by the management at various times. These were: "Wally, His Cartoons of the A. E. F.," "The Letters of Henry's Paul to Henry," "Yanks," a collection of the army poetry that had appeared in the Stars and Stripes, and "I was There," a reprint of the finest of the Baldridge cartoons. The verse of the paper was always one of its features, most of it being contributed not by the staff but by soldiers in camp and field. These books were bought freely by the soldiers for their intrinsic interest and as war souvenirs. The poetry book was, curiously enough, the best seller. About 75,000 copies of "Yanks" were sold, and the total sale of the books was around 200,000.

When Captain Waldo was assigned to other duty, his place as business manager was taken by Lieut. Milton J. Ayers, whose assistant was Sergeant-Major Melvin Ryder. The complicated responsibility of treasurer was first assumed by Lt. Adolph S. Ochs, Jr. of the *Chattanooga Times.* He served for several months and was succeeded by Lieut. William F. Miltenberger. Miltenberger was a gentleman of great personal charm and an able treasurer. After only a few weeks of service he became ill of double pneumonia and died in January, 1919. He was given a military funeral which was attended by the entire staff, and laid to rest in the U. S. Military Cemetery at Suresnes, near Paris, where so many of the heroes of the Marne fighting are buried. Lt. William C. Waltman was the final treasurer. Though army regulations required that financial responsibility be placed in officers of commissioned rank, the several treasurers were greatly helped by the good work of Sergeant Major David R. Sterrett. Major P. G. Mumford, Q.M.C., acted as financial adviser in the closing weeks of the paper's history, giving advice on the technical points involved in the settlement.

The first birthday of the paper was fittingly celebrated by a special anniversary number and a banquet of the staff on Feb. 7, 1919. It was in this issue

(*Continued on page* 120)

SCIENCE NEWS *IS* NEWS

Our Daily Science News Bulletin gives you front page copy, inside copy and editorial page copy. Nine other features include: Nature's Notebook, Science Shorts, Star Story Map, Illustrated Feature, Current Radio, Why The Weather, Isn't It Odd, Telegraphic Wire Service, Earthquake Wires. Kindly write or wire us for samples.

New services include: Ask Yourself, Test Yourself, Ventures, How Bright Is Your Baby, The Big World of Little Things, and Golf.

We shall be glad to submit any or all of our services to you and quote you prices.

Read them over—test them in your columns. You will be convinced of their distinctive value.

See the Science Service exhibits during the American Newspaper Publishers' Association. Hallie Jenkins will be in charge of the booth which is space number two, second floor corridor, Hotel Waldorf.

SCIENCE SERVICE

21st and B Sts. Washington, D. C.

THE UNITED PRESS extends hearty thanks to the hundreds of friends all over the world who have sent messages of congratulation and good will on the occasion of its twentieth anniversary.

THE UNITED PRESS enters this, its twenty-first year, determined to justify the confidence of the newspaper publishers who have given it leadership.

"STARS AND STRIPES"

(*Continued from page* 118)

that the peak circulation of 522,000 was reached. On that occasion, and at other times, letters and messages of congratulation were received from President Wilson, General Pershing, Lloyd George, Clemenceau, Secretary of War Baker and other notable leaders of war days.

The great final problem that faced the management during the closing months was that of the disposition of the surplus. The original 25,000 francs that had been borrowed from Secret Service funds had long since been repaid. Money from subscriptions, advertising, the sale of the special books poured in at an ever increasing rate. It became evident that when the paper closed there would be money on hand in terms of millions of francs and hundreds of thousands of dollars. Viskniskki had pledged the soldiers that there would be no personal profit by any editor, and as we have seen, the original scheme of using the surplus for the company funds of subscribers broke down with the return to the States and discharge of so many units.

It seemed to the editors that the ideal means of disposing of the profits would be to found an endowment for the education of the war orphans that had been adopted by the A. E. F. under Stars and Stripes auspices. In that way there would be erected a permanent memorial both to the paper and to the army it had served, bearing fruit in the helping of thousands of unfortunate boys and girls to useful manhood and womanhood, and in keeping alive the historic traditions of Franco-American friendship. The paper pledged itself editorially to do this. But it was not to be.

The Judge-Advocate General's department was consulted and the colonel, wise in army law, sympathetically smiled but gravely shook their heads. " This is an army paper," they said, "and its profits belong to the United States." If the paper had lost money the United States Treasury would have lost. Since it has made money the Treasury must gain. It is true that a very large part of your expenses have been paid from current receipts. But the army has paid the salaries of the officers and men who worked for the paper. It has paid their commutation of quarters and of rations. It has furnished the automobiles by which you made delivery. For the past few months you have been receiving print paper in considerable quantity from the States, which they evidently regard in Washington as a war expenditure, for they have not billed you for it. Your proper course is to turn in your surplus to the U. S. Treasury, and then to introduce a bill in Congress to appropriate an equivalent amount for your war orphans fund."

And so when the paper closed the treasurer began to buy dollars for the credit of Uncle Sam. There were so many francs to be turned over that it was advisable to buy them in installments so as not to break the rate of exchange. In all over $700,000 in cash and property were turned in. A bill was introduced in Congress to authorize the war orphans project, but, after the manner of bills, it slumbered for a while in committee and then passed painlessly away. But the blame, if any, is not to be charged to the editors. They kept faith with their readers as best they could.

A question of hardly less importance was that of the future of the paper when the A. E. F. became a memory. It was one of Viskniskki's ideals that the paper should end sharply with the army it served, and not linger on to baser uses. Before the armistice he sent a recommendation to that effect to G. H. Q. Its noble thought and language richly deserve quotation. "For anyone to think of the Stars and Stripes as an after-the-war vehicle is to arouse self-interest, self-ambition, in connection with it, and that would be fatal to a paper whose fixed and unflinching purpose has ever been from the start to work for morale, not money; for patriotism, not profit; to serve the heart and soul of the American Expeditionary Forces. I wish to go on record with this firm and fixed conviction concerning the Stars and Stripes. The A. E. F. gave it birth. When the A. E. F. is mustered out, when we American soldiers in France have become simply a memory through our return home, the Stars and Stripes should suspend publication forever, no matter if at that time its circulation is a million or more, and its influence as wide as the spread of the American people and of the American flag. Any other ending of the Stars and Stripes would be the grossest prostitution, the grossest commercialization of the spirit of service which gave it birth and keeps its being."



Stars and Stripes composing room. The typesetters, most of them serving throughout the paper's career, had newspaper experience while in civilian life.

Inspired by and in thorough harmony with the ideals of its founder, the editorial staff made a solemn agreement before they disbanded not to yield to the attractive offers, with which they had been besieged, to continue the paper as a commercial proposition. Here again there was partial defeat. One member of the staff did not sign the pledge, and for several years there lingered on in Washington, D. C., a paper calling itself the Stars and Stripes, the pale ghost of its great model hysterically championing the soldiers' bonus and other legislation for veterans in just the way that Viskniskki had feared.

The decision was wisely made to cut the paper short before the A. E. F. had dwindled to insignificance, for its purposes had been fulfilled. The valedictory number appeared on June 13, 1919, reviewing in modest fashion its work and achievements. It came into being, without advance publicity, to do a great job and, the job done, it was quietly "mustered out." The final editorial was fittingly captioned "Bugler Walsh Sounds Taps." On July 1, "Censor and Press Company No. 1," Captain Harry L. Parker commanding, sailed from Brest on the U. S. Transport "Pretoria." A fortnight later it arrived at Camp Mills, where it was broken up and the members assigned to casual companies, for transportation to points near home and discharge.

The Stars and Stripes was in a sense a propaganda paper. But it was genuinely patriotic propaganda and, above all, truth telling propaganda. What would have been its fate if the American army had not fulfilled its hopes and predictions, and had met with checkmate or defeat? It is a matter of interesting speculation. The paper itself, in its Anniversary Number said really about all there is to say on this subject:

"As Yanks are all skeptics who can smell bunk a mile off, it was decided that the truth must and should serve. What we should have done if the A. E. F. had failed, just how we should have extricated ourselves from our policy if the American troops had gone in for strategic retreating, we don't know.

"But, thanks to the combat divisions, the problem never arose. From that electric day in May, when the breathless squads from the 7th Machine Gun Battalion jumped into the fighting in the streets of Chateau Thierry, the task of the Stars and Stripes became easy. The editorial staff just hung on to the coattails of the irresistible doughboys and was carried to glory."

It may interest the readers of Donald Stone's article on the Stars and Stripes to know that Major Viskniskki received the following citations from General John J. Pershing, Commander-in-Chief of the A. E. F. and Lt. Gen. R. L. Bullard, Commanding General of the second American army in France:

May 2, 1919.

FROM: Lieut. General R. L. Bullard, U. S. A.

TO: Adjutant General, A. E. F.

SUBJECT: Recommendation of Major Guy T. Viskniskki, Inf., for D. S. M.

1. I recommend that Major Guy T. Viskniskki, Inf., to be given the Distinguished Service Medal.

CITATION

For exceptionally meritorious service by his teaching and publication, creating in all ranks a great moral force which contributed in a most extraordinary degree to the final victory of the American Army.

BASIS OF THE CITATION

As is well known, this officer presented the idea for the paper known as "The Stars and Stripes," and he conducted its foundation and publication in accordance with the spirit of the Commander-in-Chief. The tone of this paper and its utterances were always contributory to the highest morale among officers and enlisted men of the American Expeditionary Forces. It is needless to attempt to prove it. It is fact known to every member of the A. E. F. The result could not be otherwise than as stated in the citation, and it was so. I consider it useless to attempt further argumentation.

2. As one not at the General Headquarters of the American Expeditionary Forces, as having no personal acquaintance with Major Viskniskki, and as seeing the effect of his articles and publication, I believe that I am able to form a just judgment as to their value.

R. L. Bullard,
Lieutenant General, U. S. A.

UNITED STATES ARMY
CITATION
MAJOR GUY T. VISKNISKKI, INFANTRY

For exceptionally meritorious and conspicuous services in charge of "Stars and Stripes," official publication

AMERICAN EXPEDITIONARY FORCES

In testimony thereof, and as an expression of appreciation of these services, I award him this

CITATION

John J. Pershing,
Commander-in-Chief.

Awarded on 20th June, 1919.

PICKENS GOING TO CHINA

R. S. Pickens, former editor of the *Hickory* (N. C.) *Daily Record* and later of the *Statesville Ledger*, sailed on April 26 for China as special correspondent for the *Atlanta* (Ga.) *Constitution*. He expects to remain in the Orient three years.

CELEBRATES 80TH YEAR

Col. Franklin P. Sellers, for 35 years religious editor of the *Brooklyn Eagle*, recently celebrated his 80th birthday. Col. Sellers, who is a veteran of the Civil War, is one of the oldest active newspapermen in the city. He is at his desk in the Eagle office daily, and continues to edit the Monday sermon pages and the Saturday religious news pages.

N. Y. GRAPHIC EDITOR IS HELD FOR TRIAL

E. H. Gauvreau Must Face Charge of Publishing "Paper Made Up of Crime News," Judge Holds—Paper Also Liable

A New York court will be called upon to decide whether or not Emile H. Gauvreau, editor and publisher of the *New York Evening Graphic*, is guilty under a state law which forbids the publication of a newspaper "principally made up of criminal news, police reports or pictures or stories of bloodshed, lust and crime."



E. H. Gauvreau

Mr. Gauvreau was held for trial by the decision of Magistrate Corrigan in West Side Court, who has had the case under advisement since March 6, when he heard evidence presented by attorneys for John S. Sumner, executive secretary of the New York Society for the Suppression of Vice.

Mr. Sumner at the time asserted he had served a summons on Mr. Gauvreau and the latter had talked it over with him, asking if the matters which had offended Mr. Sumner were not connected with the Browning separation suit. It is understood the society's action was brought about chiefly because of publication of what the Graphic calls "composite pictures."

The Macfadden Publications, Inc., which publishes the Graphic, was found liable for trial on a similar charge.

The charges against Bernarr Macfadden, head of the corporation bearing his name, and Otis Scattergood, circulation manager of the tabloid, were dismissed.

Immediately after the decision of Magistrate Corrigan, Mr. Gauvreau was arrested. He posted his own $100 bail. Similar bail was set for the corporation, but Franklyn Ellenbogen, attorney for the defendants, pointed out that a corporation could not be held in bail and that the District Attorney's office would have to file a complaint against it in Special Sessions.

Mr. Ellenbogen said that in all probability the defense would move to have the cases transferred from Special Sessions, where the three justices render decisions, to General Sessions, where a jury trial may be had. Similar action was taken recently in the case against the cast and producers of "The Virgin Man," one of the Broadway dramas which fell afoul the police for alleged violation of the law against obscenity on the stage.

In his decision, Magistrate Corrigan said that he felt the prosecution had established its case against Mr. Gauvreau and the Macfadden Publications, but that Macfadden and Scatergood were in a "different position."

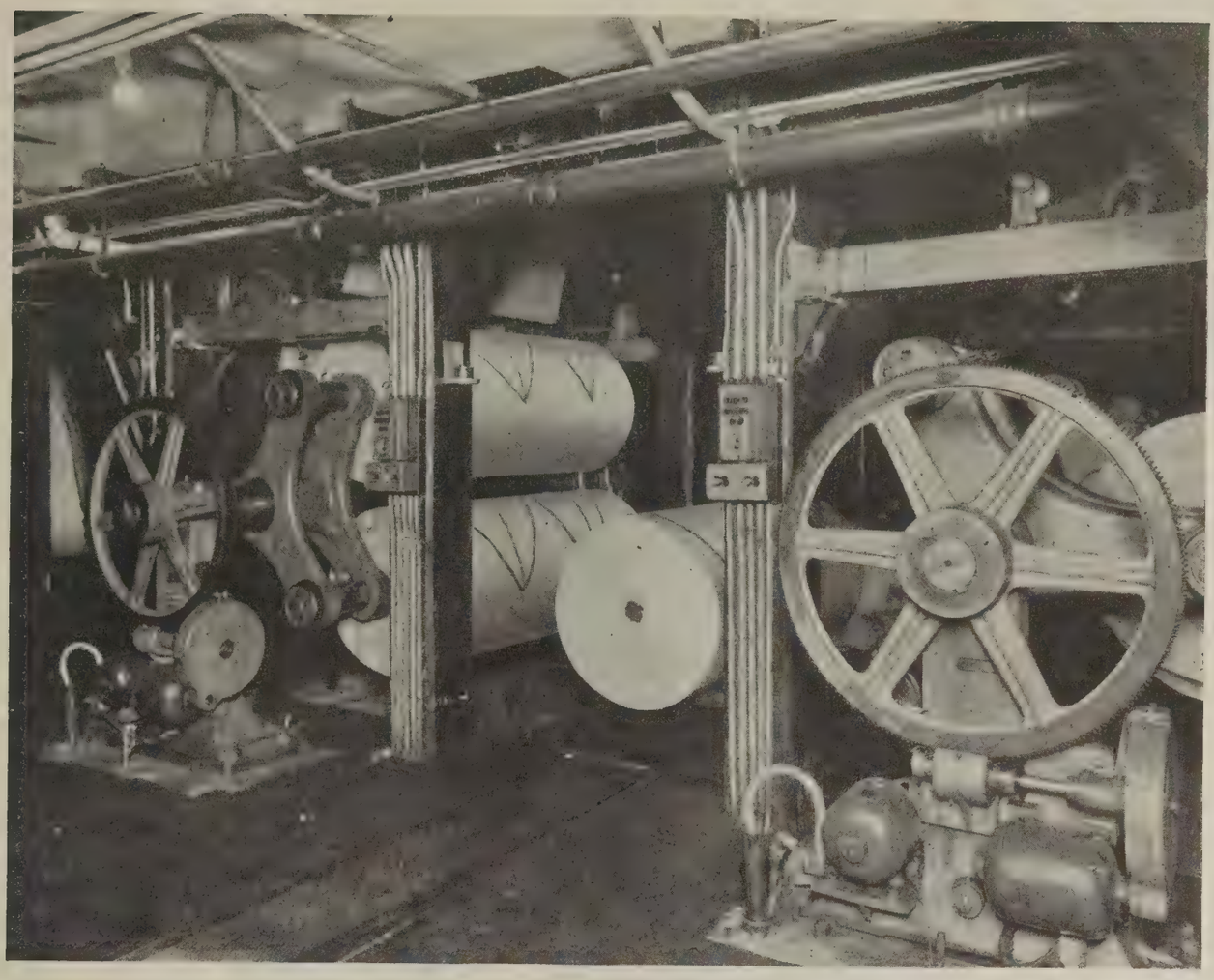
"The only evidence offered against Scattergood is that he was an officer of the corporation and the circulation manager of the Graphic," the decision said. "There was no evidence as to what his duties were, nor was it shown that he had any authority over the publications of the corporation in general, or the Graphic in particular.

"So far as Macfadden is concerned, the prosecution relies upon the fact that he was president of the Macfadden Publications, and upon an editorial appearing in the Graphic February 4, 1927.

"I do not think this evidence is sufficient to bring Macfadden under the law."

The law which the defendants were accused of violating is Section 1,141 of the Penal Code, Subdivision 2. Violation is a misdemeanor and the penalty is not less than ten days nor more than one year's imprisonment, or a fine of not less than $50 or more than $1,000, or both.

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208 West 50th St. ~ Tel. CIRcle 1300

TIPS ON HOW TO SELL NEWSPAPER ADVERTISING

Harry A. Casey Issues Handbook for Salesmen—Says Every Man Can Use Advertising Profitably, But Is Waiting for Someone to Show Him How—"Study Your Newspaper"

A "VEST pocket encyclopedia" of arguments and tips to aid local newspaper space salesmen to land prospects has been prepared by Harry A. Casey, of the Scripps-Howard newspapers. The purpose of the book, as explained by the author in a brief foreword, is to "set down as many suggestions as possible without any attempt at pretty writing," with the hope that the suggestions may be amplified by advertising managers at staff meetings. The book, which is paper bound and runs to 119 pages, is entitled "How to Sell Newspaper Advertising."

Mr. Casey's book is a collection of extremely valuable editorials on salesmanship, which should be on every newspaper advertising manager's desk, and quotations from which should be on the tip of every salesman's tongue.

Following are just a few of his aphorisms and tips picked at random from the book:

Every man can advertise profitably. He is waiting for someone to show him how.

When you go to sell a man something, go with the idea of helping him. Remember that, and good salesmanship is simple.

Some solicitors are timid, bashful, nervous—dreading contact with a stranger. But no one feels timid about HELPING somebody. What are the other fellow's problems? Take an interest in those problems. Help him solve those problems.

"Costs too much?" What form of advertising is cheaper than newspaper advertising? To send form letters costs, in all, about 5 cents per person reached. Figure the cost of reaching one subscriber through newspaper space, using for the calculation the advertiser's usual space size. The difference is amazing—and convincing.

It is well to try to sell space through suggestion rather than too urgent direct attack. It is better to ask questions than than to make statements. Unless you ask questions first, you are likely to make a solicitation on the wrong selling appeal.

Even regular advertisers often find it difficult to visualize the circulation figures you quote. You can make your circulation figures vivid if you translate them into the merchant's merchandise.

It is more difficult to sell an abstraction—advertising, insurance and intangible things—than it is to sell visible commodities such as potatoes, coal, cement. Therefore, if you carry with you something definite and tangible for the merchant to look at, you will find it easy to sell him. Offer him copy—show him clippings of advertisements taken from out-of-town newspapers—have something concrete to lay before him.

Study your newspaper so that you can better adapt your solicitation to the requirement of each situation. Each editorial feature in your newspaper attracts the type of reader who would enjoy that kind of a feature.

Plan your day's work the evening before. Allow a portion of your time to find new places at which to sell advertising. Don't be a rubber-stamper. Don't rubber-stamp one merchant as a "dead one" or another as a "Christmas-only" advertiser. Your rubber stamp is probably wrong. For instance, you may think that the bicycle business is "dead." Yet it is a fact that more bicycles are sold today than was the case when the bicycle was "all the rage."

Suppose you get proofs of all the kinds of type available in your composing room, especially of any new fonts of type recently purchased. Simply through a little clever talk, on a certain font of type you can offer to an advertiser for regular use, you may be able to get exclusive copy.

The "position" buga-boo will always bother you unless you slay it as quickly as possible. Some advertisers did not think of complaining about poor position until newspaper men taught them that there was such a thing as poor position. Don't point out to the merchant that he got "poor position" in the competing paper. This will only act as a boomerang for you.

Actually there are no poor positions. Newspaper readers examine every page of a newspaper. To a hotel man who had complained of poor position for his advertising and said that newspaper advertising did not pay, the solicitor replied: "Well, I'll run an advertisement for you free if you'll let me write the copy. I'll buy a space one inch, single column, and bury it on the most crowded page of the paper. In that space I'll print: 'Hotel Blank, Famous for Bed Bugs.' I'll show you whether advertising, even so-called 'buried' advertising, pulls results."

It is the newspaper representative's job to know EVERY important executive in each place of business on his territory. Do not be afraid of going over the store advertising manager's head. He will not resent it if it is done in the right way, the tactful way. Find some logical excuse for contacting, frequently, the owners of the business. Know the buyers—be well acquainted in every store you call on.

And don't forget that your job is two-sided. You must keep old advertisers sold. You must sell new advertisers. Do both jobs equally well.

Another thing I have observed about some salesmen is their difficulty in reaching the point. I do not enjoy hearing a man talk for half an hour without learning what he is after. The same fault is often prevalent in sales letters and in advertising copy—too much introduction.

One of the most baffling problems to the advertising representative is the successful business which does not advertise. The owner of that business tells you that he is doing very well, thank you—and smiles when you invite his advertising investment.

One salesman handles such a merchant this way: "Have you ever had a fire? Has your salfe ever been robbed? No? Yet you carry insurance. Sure. In a way, advertising is business insurance. You might have a slump in sales, just as you might have a fire or a theft. Then you'd want to get a lot of new customers in a hurry and it couldn't be done—in a hurry. Advertising will widen your circle of customers and almost-customers. Then when you need sales stimulation you can get it quickly. What firm is better known in its line than Tiffany's? Yet Tiffany's advertises. Business insurance. And remember this, if you'll let me speak frankly. You can always do better. No man has ever set a mark which cannot be beaten. It is better for him to break his own records than to watch others grow and get the glory. A business cannot stand still. Sometimes a live competitor may actually win a portion of your trade. It would be humiliating, in the evening of life, to find one's business on the downgrade."

An advertiser does not want to buy space—he wants to sell merchandise.

Keep in his mind that what you are trying to do is to help him sell more merchandise and to get a more rapid turn-over. Do this and his mind will work along with yours. Quotation of circulation and rate is incidental.

A New York store is attracting attention through a series of advertisements addressed directly to certain groups of people: "To the commuters on the 5:06 train to Scarsdale," etc. Of course, ALL newspaper readers are attracted to such advertisements by their novelty, even though the advertisements are seemingly intended only for those who take a certain commutation train.

In the same way, a store might address an advertisement to the Smiths, or the Johnsons, or the Browns, or the Joneses. That would be a novelty which would attract the attention of everybody. There are 1,340,300 Smiths, 1,024,200 Johnsons, 730,500 Browns, 658,300 Joneses in the United States. Your city directory will show the number in this city. This point is brought up as an example of new advertising ideas which are always welcomed by smart advertisers.

The man who buys a phonograph actually buys the music the phonograph will produce. The merchant who buys advertising space actually buys the increased sales he expects to obtain. It is difficult to sell a man advertising—he does not want it. But it is easy to make him want more sales and more profit. Selling is merely another name for creating desires. Can any advertiser tell you "Not interested" or say "Call back later" if you have really made him desire more customers, more success?

Sell the merchant thoroughly on the advertising program you recommend—sell him on what that program may accomplish in increased sales—and mention rates only at the very end after you have prepared his mind.

It may strike you as funny, but advertising did not originate with the publisher. It was forced upon him by the merchants who grasped the possibilities of bringing their announcements to the people in this simple way. The early publisher did not want advertising — merchants brought such pressure to bear that they finally got permission to buy a small amount of space. This may interest the merchant of the present day who does not believe in advertising.

An idea which may stimulate an advertiser to use space does not need to be a grand, world-shaking idea. Here is a very simple idea which appealed to three different advertisers and started them on weekly schedules:

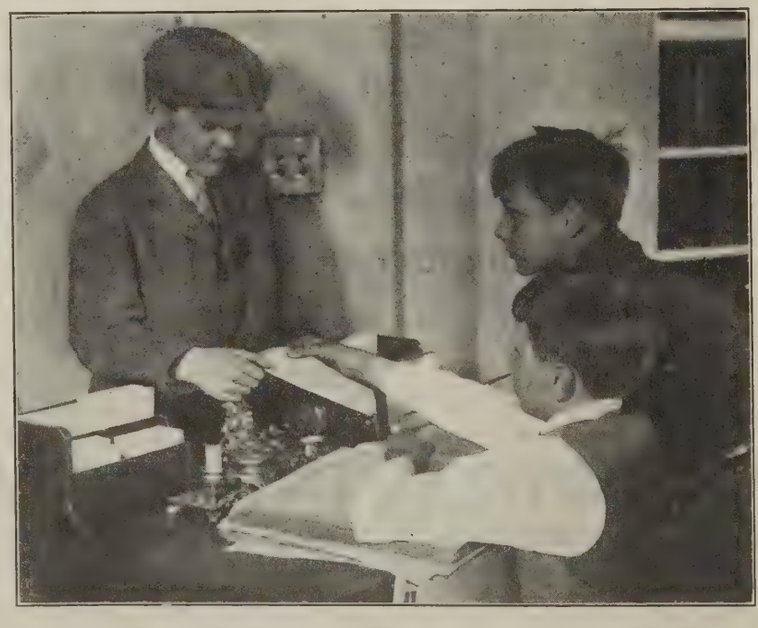
A fur dealer advertised every Thursday and in all of his advertising he referred to the day as "Fursday." A shoe shop advertised every Tuesday and referred to the day as "Shoesday." On optician chose Wednesday for his insertions and referred to it as "Lensday."

Some stores complaining of poor advertising results, have undermined the confidence of the public through their insistence on featuring cut prices and "sales" of various kinds. Advertising must be believed. Don't let your advertisers forget that.

Speaking of service, there is nothing which chills an advertiser's interest quicker than poor proofs. If the proof is poor, it is the composing room's fault, you say; if the proof is late, it is the office boy's fault. All right. That is an alibi. Yet it is quite correct, of course. But it is also true that you are responsible for service to the advertiser, and it will pay you to "follow through" on all your business and to make sure that your office is properly serving your customers.

Use EDITOR & PUBLISHER classified advertisements for quick results from the newspaper field.

TEN-YEAR-OLD SOCIETY YOUNGSTERS PUBLISH THE TUXEDO NEWS, TABLOID NEWSPAPER



In conference at the editorial rooms of the *Tuxedo News*, the young executives are left to right: Henry Tilford Mortimer, son of Mr. and Mrs. Stanley Grafton Mortimer, secretary; Malcolm McVickar, business manager, son of Mr. and Mrs. Henry Lansing McVickar, and Jay Rutherfurd, son of Mrs. Charles F. Frothingham. The youngsters who are all ten years old, do all the work themselves, in getting out the 4-page tabloid.

THE

San Francisco Chronicle

in 1926

gained in total advertising 580,160 lines and led all other San Francisco newspapers except one in *total*, *national* and *classified* advertising.

The Chronicle led all other San Francisco newspapers in the following classes of quality advertising: *financial*, *automobile* (excluding accessories), *resorts*, *books* and *publications*, and *building material*.

The Chronicle ranked sixth in total rotogravure advertising among all the rotogravures of the country. The Chronicle publishes the only rotogravure section in San Francisco and one of the finest produced in the United States.

The Chronicle's average net paid circulation for the six months ended March 31st, 1927, was

94,151 Daily
160,680 Sunday
a GAIN of
7,353 Daily
11,558 Sunday

over the corresponding six months a year ago.

The Chronicle has a complete Merchandising Service founded on personal contact and is equipped to give its advertisers the most effective co-operation.

WILLIAMS, LAWRENCE & CRESMER CO.

National Representatives

285 Madison Avenue
New York

360 North Michigan Avenue
Chicago

TURNS LOSING DAILY INTO PROSPEROUS WEEKLY

E. K. Whiting of Owatonna, Minn., Plugs Leaks with Cost System and Business Men in Town Learn Cost Methods from Him

By NORMAN J. RADDER
Associate Professor of Journalism, Indiana University

WHEN the cost of producing newspapers was going upward at an alarming rate in 1920, the National Editorial Association asked ten or twelve prominent country publishers to meet in Chicago to consider means of cutting costs and raising advertising rates.

Print paper, most of the publishers thought, was the biggest factor in sending their production costs up.

The cost of print paper was a definite, tangible thing. Every quotation they got from paper manufacturers was higher than the one before. It must be paper costs, they thought, that are forcing us near or over the red line.

This was the general opinion of publishers throughout the country and also the opinion of most country publishers who met in Chicago in 1920.

There was one in the group, however, who knew that print paper had relatively little to do with the predicament of the country publisher. This man had a cost system. From his cost data he knew positively that print paper constituted only one-sixth of the total cost of publishing a country weekly.

The real difficulty in 1920, as this man knew, lay in the unprecedented pyramiding of mechanical costs due in a large measure to increased wage scales and to improved and enlarged newspapers resulting from the war period.

The man who knew his costs in 1920 was E. K. Whiting, publisher of the *Owatonna* (Minn.) *Journal-Chronicle.*

Mr. Whiting has had a cost system in his office for 16 years. I visited him and from him got this story of how a losing daily was turned into a profitable country weekly.

As just indicated, Mr. Whiting was publishing a daily in 1910. He installed a cost system because he suspected a leak somewhere in his plant. He was also printing a weekly and running a job plant.

In a short time the cost system showed that it was the daily that caused the loss. The paper was promptly suspended and has not been revived although Owatonna today has a population of 8,000 and is the county seat of Steele County, one of the richest agricultural counties in the United States. The annual revenue of the 23 co-operative creameries in Steele County is $2,800,000.

As a result of his 16 years experience with cost records—an experience perhaps longer than that of any other country publisher—Mr. Whiting can talk about the value of accurate cost records as an expert with first-hand knowledge and also as an impartial observer since it is no longer necessary for him to do routine tasks of accounting.

Mr. Whiting finds an analogy between cost records and the mariner's compass. Both gives a feeling of security, he says, that can be obtained in no other way.

"Cost records," he told me, "tell you where you are going and in what direction your ship of business is pointed. I should no more think of running my business without a cost system than a sailor would think of venturing from port without a compass.

"When you know your costs you know absolutely how much you must charge for an inch of advertising. You can go to the merchant with courage and confidence. You can lay your cards on the table. You can look him squarely in the eye and tell him that is the rate you must have. You can tell him it is an honest and fair rate based on the actual cost of running the business with only a fair margin of profit added.

"If you don't know your costs you are fooling yourself. You may wish to fool somebody else some time, but you don't want to fool yourself."

As an illustration of how hopelessly at sea a publisher is who doesn't know his costs, Mr. Whiting cited an incident which occurred some years ago when he was delivering a series of talks on costs before the annual Journalism Week of the University of Missouri. After Mr. Whiting had talked costs for several days, a lanky publisher from the Ozarks got up and allowed it was all nonsense to bother with a cost-finding system. He didn't have any, he said, he charged about half the rate Mr. Whiting said was a proper rate, and yet he owned several pieces of property which he mentioned.

Mr. Whiting asked him how many hours he worked. He got the man's time and then asked for his overtime. After some hesitancy, the man gave an estimate of the overtime he had put in since he owned the newspaper. Then Mr. Whiting got the wife's time, her overtime, the publisher's son's time and overtime. He made a calculation on a blackboard in full view of his audience and demonstrated that the publisher, who thought he had done very well, was not nearly repaid for the time he had put in.

"Dun and Bradstreet's report that 85 to 90 per cent of the firms engaged in manufacturing or selling are not making money," says Mr. Whiting. "Many quit. Some continue despite deficits or low profits. It is something more than a coincidence that the United States Department of Commerce finds that a corresponding per cent of manufacturers including newspaper publishers do not know their costs."

On the basis of his experience with cost finding, Mr. Whiting is of the opmion that there are many other publishers of country dailies and weeklies who are losing money and wholly unaware of that unfortunate fact.

Knowing what the cost system has done for Mr. Whiting, other manufacturers in Owatonna have adopted it with modifications suited to their individual needs. Mr. Whiting is a director of the King Ventilating Company. This company several years ago installed a cost system modeled on the system used by Mr. Whiting.

Mr. Whiting uses the Standard Cost Finding System of the United Typothetæ the basis of which, of course, is the sold hour in the various departments.

"Do you think that a newspaper which does not have a job department needs a cost finding system?" I asked Mr. Whiting.

"Certainly," he replied. "You may be making money without a cost system, but one or two productive departments may be carrying the load of some unproductive departments. Machine and hand composition may be efficient, while stereotyping or press departments may lag. How can you tell if you don't have a cost system? Your books won't give you segregated accounts for individual departments.

"Some publishers think they know their costs. In reality they have only time sheets," Mr. Whiting pointed out. "They don't figure overhead, that is, an adequate salary, or interest on investment, depreciation, and such other elements as should go into the true hour cost."

When the Minnesota Editorial Association appointed a committee on cost finding some 16 years ago, Mr. Whiting was made a member. Another member was Herman Roe, now president of the National Editorial Association, who publishes the *Northfield* (Minn.) *News,* only 30 miles from Owatonna.

Every year the cost data of these two men are included in a report to the National Editorial Association. This report gives the cost of producing a country paper and its object is to bring advertising rates up to a standard level recommended by the committee. In its report the committee gives page costs for typical weeklies with cost finding systems. Mr. Roe's costs and Mr. Whiting's costs sometimes vary as little as 5 cents a page for the year. In its latest report made at the Los Angeles convention of the N. E. A., the page costs were $24.09 at Owatonna and $26.10 at Northfield. The Owatonna plant with an exceptionally large volume of job printing, obtains very low hour cost, which accounts for the difference in page costs for that year.

Mr. Whiting's interests are primarily in the business side of his newspaper and in job printing. He has delegated to Hugh H. Soper the task of editing the Journal-Chronicle. Twenty-four country correspondents are paid $1 a column. The circulation of the Journal-Chronicle is 2,245, all of which is paid in advance. About 65 per cent of the circulation is in the county.

A farm page in charge of Glenn Degner is a strong feature of the newspaper. Mr. Degner, with the office car at his disposal, spends several days each week out in the country getting practical success stories from farmers.

"Once on the Journal-Chronicle, always on the Journal-Chronicle," seems to be the slogan in Owatonna. Mr. Whiting's superintendent has been with him 23 years, and 11 people now on the payroll have been in his employ a total of 125 years. Mr. Whiting believes in hiring good people and then letting them alone. His relations with all employes are most friendly.

At Christmas time there is a Christmas tree in the Journal-Chronicle office. The plant is shut down and the doors locked so the Journal-Chronicle people, both present and former employes, may have their own party in their own way free from intrusion. Last Christmas dinner was served at noon. Each one draws the name of some other employe to whom he or she gives a Christmas present costing not over 25 cents and for days the boys and girls work and plan surprises for each other. At this time Mr. Whiting presented all employes with a cash bonus and gave personal gifts to the employes attending the party.

Every summer there is an office picnic —and all day party at a lake where all staff members, their wives, children and sweethearts join in a good time.

Once a year Mr. and Mrs. Whiting are hosts to all employes at a dinner party given in their home. Then there is music, games, and sometimes a picture show thrown in for good measure.

Over-time and night work are avoided unless absolutely necessary. "Experience has proved to me," says Mr. Whiting, "that no matter how loyal and faithful a man may be, constant night work and over-time does not increase shop production."

Instead of asking night work, Mr. Whiting keeps a night man on the job from 8:00 p. m. to 4:00 a. m. The night man is an operator whose major job is setting up the paper. Job work is the main source of revenue and the newspaper is kept out of the way during the daytime except on Thursday. All day Thursday is given to the production of the newspaper.

"It is an axiom in manufacturing that efficiency is highest when one job is under way and that one job is cleaned up and gotten out of the way in the quickest possible time," says Mr. Whiting in explaining his ideas.

"We get the newspaper out of the way on Thursday and then on Friday morning we are all ready to go ahead with job work. If we left an hour or two hours of work on the newspaper for Friday morning, it would be just about enough to spoil the best of a half day. Cost records show the loss involved in changing from one job to another."

CONDUCTS SAFETY CAMPAIGN

The *Roanoke* (Va.) *Times and World-News* recently put on a "safety campaign," consisting of an entire page weekly in each paper. The page was captioned, "The A B C of Safety," and carried messages from the superintendent of police to motorists on the principles of safety. The page was illustrated with cuts of the universal safety signals used by drivers. A number of individual advertisements which made up the rest of the page each carried safety slogans, such as "Stop, Look and Listen," "Cross Crossings Carefully," etc.

Use EDITOR & PUBLISHER classified advertisements for quick results from the newspaper field.

Make Your Title A Mark of Pride with
Hardened Steel Newspaper Heads
—they last forever
A. J. SOSSNER
361 West Broadway
New York

now
195,000 Daily
425,000 Sunday
And The largest home-delivered circulation of any paper in its territory
Los Angeles Examiner

LOCAL DISPLAY
Are you getting your Share?
Every publisher has to contend with the problem of lining up local firms who do no newspaper advertising at all.
Our plan has met with universal success all over the country in turning these dead prospects into active weekly or semi-weekly accounts.
The Briggs' plan will get you your share of this local display business without any cost.
WRITE for full particulars.
THOS. W. BRIGGS CO.
Columbian Tower Building
MEMPHIS, TENN.

Taking a Firm Hold on First Place—

Tulsa 1st Tribune



The Oil Capital of the World modestly lays claim to being the "First" city in Oklahoma and in many respects the "First" city in the southwest. Below we list only a few of the major claims for first position. All these factors influence sales and this is of prime importance when planning sales campaigns.

FIRST

Tulsa leads the State in volume of business as shown in Bank Debit figures.

FIRST

Tulsa leads the State in savings deposits and is third in the tenth federal reserve district.

FIRST

Tulsa leads the entire Southwest in per capita income—One in Seven Pays an Income Tax.

FIRST

Tulsa leads the State in automobile registration, particularly of higher-priced cars.

FIRST

Tulsa leads the Southwest in number of firms and individuals engaged in the business of producing oil.

The Tulsa Tribune has taken a firm hold on FIRST place among Tulsa Newspapers. Since the first of the year this hold has been strengthened in several respects. Advertisers who are planning on developing sales in this major southwest market will find the figures given below of interest in selecting the FIRST newspaper in Tulsa.

FIRST

The Tribune leads in local display advertising. The 1926 lead amounted to 294,164 lines (legals deducted).

FIRST

The Tribune stepped into FIRST place in TOTAL advertising for the first three months of 1927 compared to the morning paper of Tulsa.

FIRST

The Tribune leads in advertising gains. 1926 local display gained 602,948 lines over 1925. National advertising gained more than half a million lines or 48.7%.

FIRST

The Tribune leads in daily city circulation by the audited figures for 1926. It offers the best coverage of Oklahoma's FIRST market.

FIRST

The Tulsa Tribune is FIRST in News Services and Features; FIRST in reader interest and influence, and FIRST in home merchants advertising.

Gains vs. Losses

After registering a gain of over half a million lines of national advertising in 1926 The Tribune continues to record gains in 1927. During the first quarter of this year The Tribune has gone ahead of its record of 1926 by a nice margin while the competitive combination newspaper has suffered severe losses. More and more national advertisers are finding The Tribune their best buy in Tulsa.

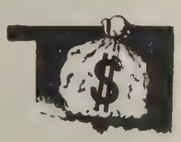
The figures below serve to show just what the trend is among national advertisers.

TRIBUNE

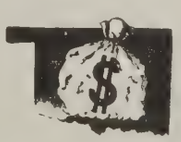
First three months of 1927 GAINED.....41,426 Lines

MORNING PAPER

First three months of 1927 LOSS.....95,427 Lines



THE TULSA TRIBUNE offers a thorough coverage of the wealthy Tulsa market at evening time, at a rate 60 per cent lower than that asked for a competitive "forced combination" newspaper.



The Tulsa Tribune.

Evening and Sunday Morning

East

Story, Brooks and Finley
New York City
Philadelphia, Pa.

West

G. Logan Payne Co.
Chicago, Ill.
St. Louis, Mo.

FIRM'S EMERGENCY SELLING PROBLEM SOLVED BY NEWSPAPER ADVERTISING

Over-Supply of Frozen Fish Marketed in Carload Lots Through Large Local Dealer Copy—Attractive Prices Featured Sale to Public

By HAMMOND EDWARD FRANKLIN

OVERPRODUCTION in many lines is causing many an executive to lie awake at nights to think up new, quick-action ways to market goods at reasonable cost.



Full page fish copy in *Fort Wayne News-Sentinel*

When supply outruns demand, prices are apt to drop below the point where there is any profit and the manufacturer, caught with a large overstock on his hands, is liable to have to enter red figures on his books. In the best ordered of businesses, a glut is likely to arrive unexpectedly, due to weather, accidents or other business contingencies.

When a situation like this arises, a man has to think in a hurry, and act positively and at once. Naturally, his thoughts turn to advertising and what it might accomplish in his dilemma. Magazines usually have to be discarded first because most of the closing dates are too far away. Then the thinking turns to what sales can be made through business papers, direct mail, personal special salesmanship or the newspapers.

Such an emergency is a time when sales count, and the company cannot wait to build merely "good will," valuable though that may be under ordinary circumstances.

Following is a story of a firm faced with the above situation and how it used newspaper advertising to solve its problem.

During the summer months when fish are cheap, it is customary for the leading large fish wholesalers to send much of it while fresh to the freezer, where it is frozen and kept in perfect condition. If winter comes, with its blizards and cold weather, certain weeks the fishing vessels may have to stay in port or at best bring in a small supply. During Lent especially, this means that many orders would have to go unfilled and that prices would be sky high for any fresh fish.

At such a time the frozen fish proves very acceptable and may be moved at a good margin. By simply thawing carefully, the housewife has a piece of fish as good as when just out of the water, although there is a wide prejudice (without sound foundation) against fish in this form.

This winter, however, proved very mild and so the fish wholesalers faced spring with heavy stocks of frozen fish on hand and no way to market through usual channels. Whitman, Ward & Lee Company, the largest wholesaler at Boston, found it had on hand the largest stock of frozen fish in its history.

Dana F. Ward, treasurer and general manager of the company, and also president of the United States Fisheries Association, decided he would move the overstock rapidly and without delay.

He took a train to various points in the Middle West, where fish from the ocean is a rarity, sold various dealers the idea of buying in carload lots and selling direct from the car, showed them how to use sensational "sale" advertising in the local newspapers, shipped the fish and very soon had moved thousands of pounds which otherwise would have been almost a dead loss.

Here is how it worked out in Fort Wayne, Ind.:

Mr. Ward interested George H. Buck, a local fish dealer, to purchase a carload of frozen fish at an attractive price. Mr. Buck agreed to do what for him was big advertising, as he had never used the newspapers much, and to pay for space used.

The car of fish arrived. On Monday, South Bend, through the *News-Sentinel*, was greeted with a full page advertisement which announced "The treat Fort Wayne and vicinity has been waiting for, sale starts Tuesday at 9 a. m., solid car just arrived direct from Boston."

A whopper of a fish formed the center for the advertisement, which had an incidental sketch of people buying direct from the car. The varieties included haddock, mackerel, cod, bluefish, flounders, sole, fillets of haddock, fillets of codfish, fillets of hake, smoked fillets of cod, etc., all at 10 and 15c. a pound retail. These were listed. The health value of fish, especially as a preventive of goitre, was emphasized.

On Tuesday, a quarter page headed "Last two days," carried the following buying urge:

"Only two days remain for the greatest fish sale ever put on in Fort Wayne. Your neighbors and friends were here yesterday and were pleased with their purchases, the variety is still large, most any size and kind you want. The carload is direct from Boston."

Varieties, prices and health arguments were included.

On Wednesday, another quarter page entitled, "Your last chance tomorrow," explained that "while the supply is now limited, the variety is abundant," and again outlined prices, kinds, value of sea food in diet and the fact it could be bought from the car.

The result was that practically the entire carload of frozen fish was sold in three days, the consumer benefited in price and quality, the dealer made some money and obtained more local publicity than he had had in years and the producer turned over, at a worthwhile price, stock which otherwise would have depreciated to nothing on his balance sheet.

NO ROSES FOR GENIUS ON NEWSPAPER ROW

High Talents Unsuited to Daily Grind Says Henry Justin Smith, But Advent of Genius Lifts Dailies from Drabness

Genius enters newspaper offices quickly and gets out quickly; it is an ethereal quality which raises journalism out of the drab and places it for a space on a level with art, but it is not suited for the daily grind of fact-gathering life.

So declared Henry Justin Smith, managing editor of the *Chicago Daily News*, in a talk last week before students of the University of Chicago on "Genius on Newspaper Row." Mr. Smith's subject was near to home, for a number of the Chicago Daily Neews.

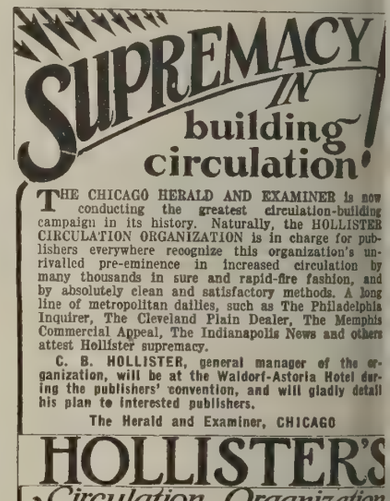
"Geniuses do not make good reporters," Mr. Smith said. "They are artists, and art selects while journalism completes. The men who thus portray beauty in the abstract are perishable. But that they have great value no one can dispute. If the day should come when statisticians are more important to a newspaper than good writers then I will give up.

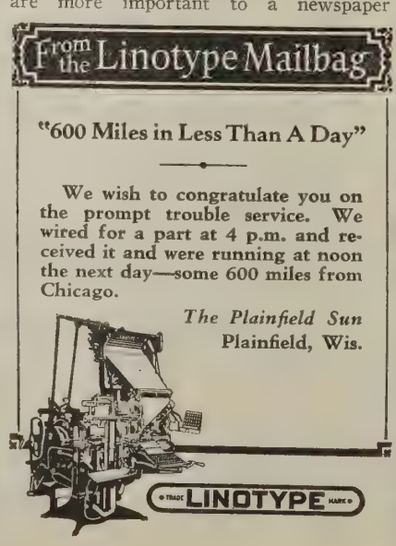
"Rather than see honest and brilliant writers forced off a newspaper, I would say to chuck all newspapers into the middle of the ocean. They are a stimulus to their fellows. Think how many young cubs swell with pride because they can say, 'Yes, I work on the same paper as so and so.' There is no Hall of Fame for newspaper genius; there is only a morgue downstairs where, filed away in musty envelopes, are gathered the results of their long labor. The applause of the public is scarce; all they ask is the approval of their fellow workers."

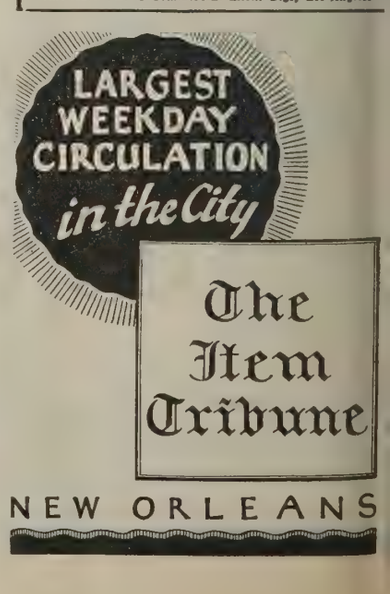
In a running survey of newspaper geniuses since the days of Walt Whitman, who used to arrive at work at noon and who was unable to collect routine facts at all, Mr. Smith revealed that many of our outstanding poets have been reporters. For instance, Edgar Allen Poe, who in 1844 was occupying a corner in the *New York Evening Mirror*, conducting a column, was "the R. H. L. or Keith Preston" of his day.

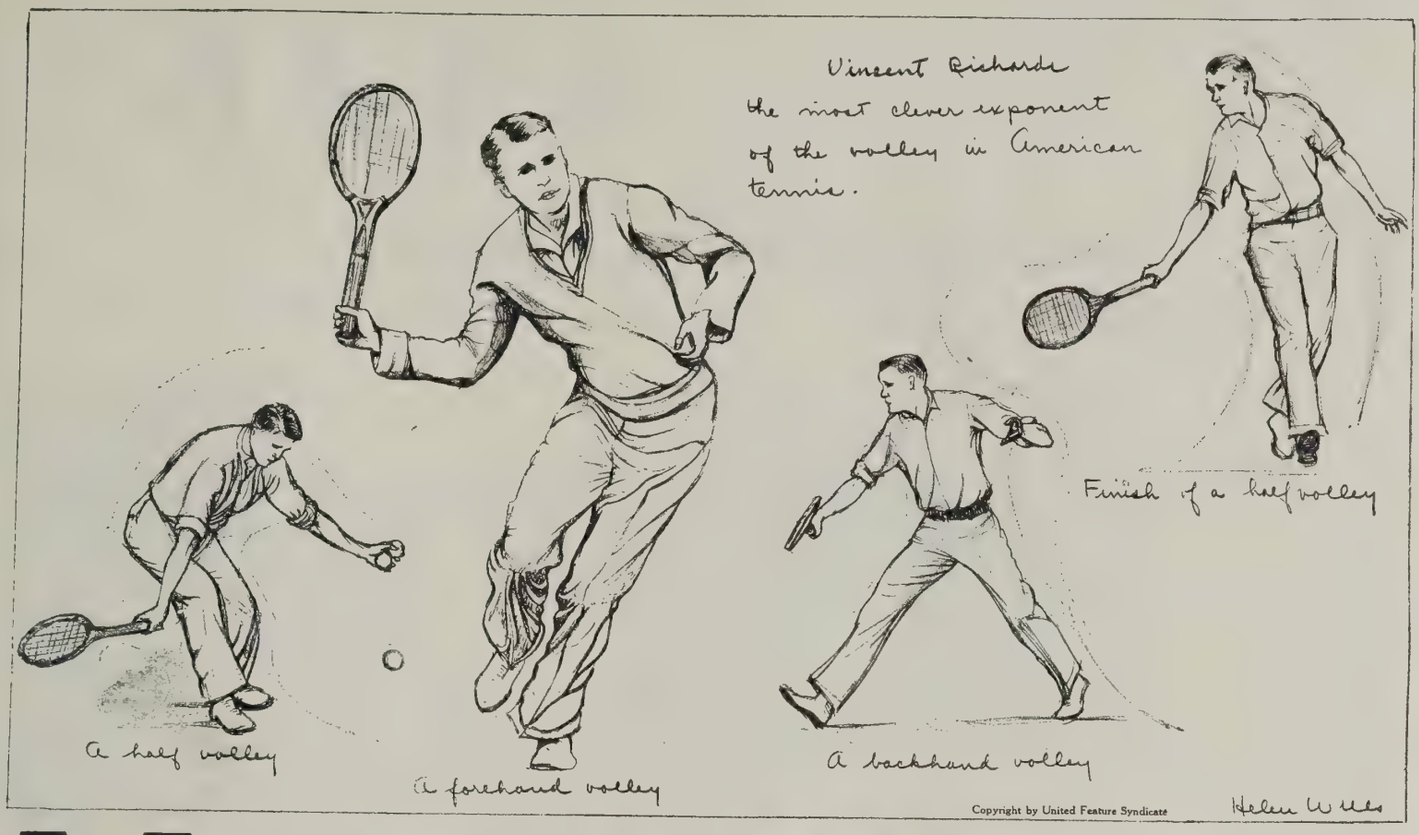
Then he cited Bret Harte and Mark Twain, the former without the right newspaper temperament but the latter a back-breaking worker in the '60s in San Francisco. He told how fires were started to make news and how the town was raked for "items." Then on to Lafcadio Hearn, who wrote "amazing copy" for the *Cincinnati Enquirer*, and who had himself hauled to a steeple top to describe the view.

In quick succession the speaker mentioned Rudyard Kipling, Stephen Crane and Eugene Field, the latter an eccentric genius who worked under Victor F. Lawson and Charles H. Dennis, present editor of the Daily News, the latter Field's biographer. Then Peter Finley Dunns, George Ade, also graduates of the Daily News, and on to the present generation, Ben Hecht and Carl Sandburg, who still has his desk where countless poems are scribbled and tossed into the waste-basket between the writing of moving picture reviews.









HELEN WILLS

THE WORLD'S ONLY
Woman Sports Artist
WILL PLAY AT WIMBLEDON

Observers predict that, stronger and faster than ever, "Little Poker Face" is entering her biggest year, and is on her way back to the championship.



Secure her weekly sketches and articles for your territory now

UNITED FEATURE SYNDICATE
WORLD BLDG., NEW YORK

CLINE

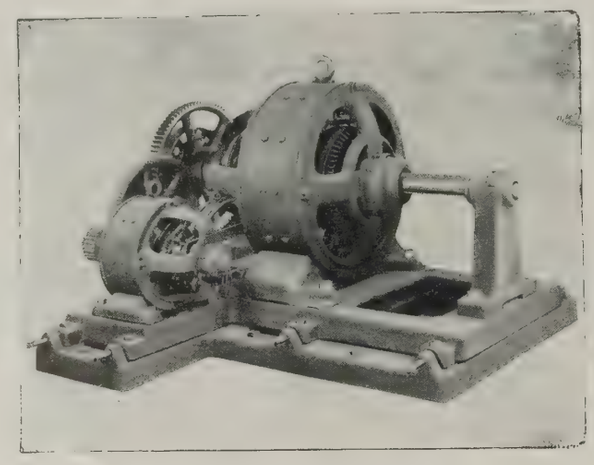
Controls the Press

CLINE

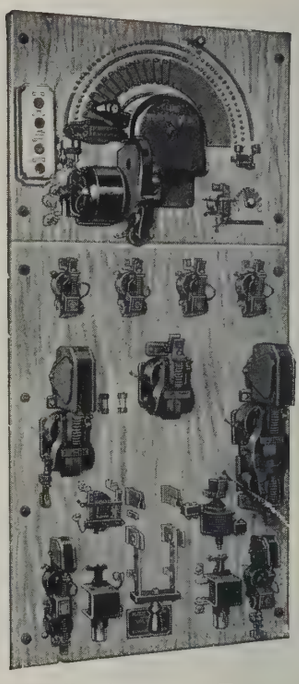
CLINE SYSTEM FULL AUTOMATIC PUSH BUTTON CONTROL

Some Users

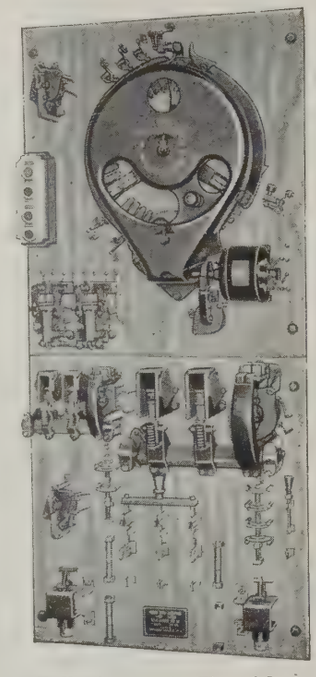
Chicago Tribune
New York Times
Pittsburgh Press
New York News
Cleveland News
Columbus Dispatch
San Francisco Chronicle
Detroit Free-Press
Cincinnati Enquirer
Rochester Times-Union
Louisville Courier-Journal
Kansas City Star
Toledo Blade
Dayton Daily News
Canton Repository
Buffalo Evening News
Los Angeles Times
Omaha World-Herald
Des Moines Register-Tribune
Sydney (Australia) Sun
Long Beach Press-Telegram
Worcester Telegram
Pasadena Star-News
Ottawa Journal
Vancouver Province
Altoona Mirror
San Francisco Bulletin
Hartford Courant
Minneapolis Journal
Providence News
Los Angeles Herald
U. S. Daily Publishing Co.
Reading Times
Indianapolis Star
Knickerbocker Press
Memphis Commercial-Appeal
Erie Daily Times
St. Louis Globe-Democrat
Harrisburg Patriot
Seattle Times
Harrisburg Telegraph
Ironwood Daily Globe
Montreal LaPresse
Seattle Post-Intelligencer
Highpoint Enterprise
Cincinnati Times-Star
Wilmington Every Evening
Denver Post
Norristown Herald
Border Cities Star
Hazelton Standard
Jackson Patriot
Rochester Democrat
Nashville Banner
Winston-Salem Sentinel
Miami Herald
Newcastle News
Waltham Publishing Co., Waltham, Mass.
Flint Journal
Olean Times
Manitoba Free-Press
Fayetteville Observer
Fresno Republican
La Van Guardia, P. I.
Chicago Daily News
Labor, Washington
Aberdeen World
Latrobe Bulletin
St. Paul Dispatch
Roanoke Times-World
Ft. Wayne Journal-Gazette
Greensboro News
Houston Chronicle
Washington Observer
Omaha Bee
New Britain Record
St. Louis Star
Rome Sentinel
Seattle Star
Lajornado
Grand Rapids Press
Raleigh Times
Warren Tribune
Pittsburgh Observer
Port Arthur News
Raleigh News & Observer
Waterloo Courier
Fairmont Times
—and others.



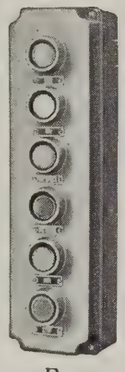
Double-Motor Press Drive, Direct Current



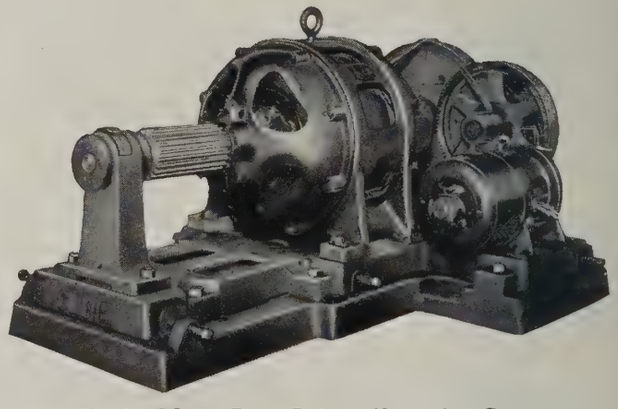
Full Automatic Two-Motor Direct Current Controller



Full Automatic Two-Motor Alternating Current Controller



Press Control Station



Double-Motor Press Drive, Alternating Current

The Cline Electric Mfg. Co. fur
Printing Presses and Auxiliary

CLINE ELEC

MAIN OFFICE, CONWAY BU

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
SAN FRANCISCO
CALIFORNIA

CLINE

YSTEM

TEM

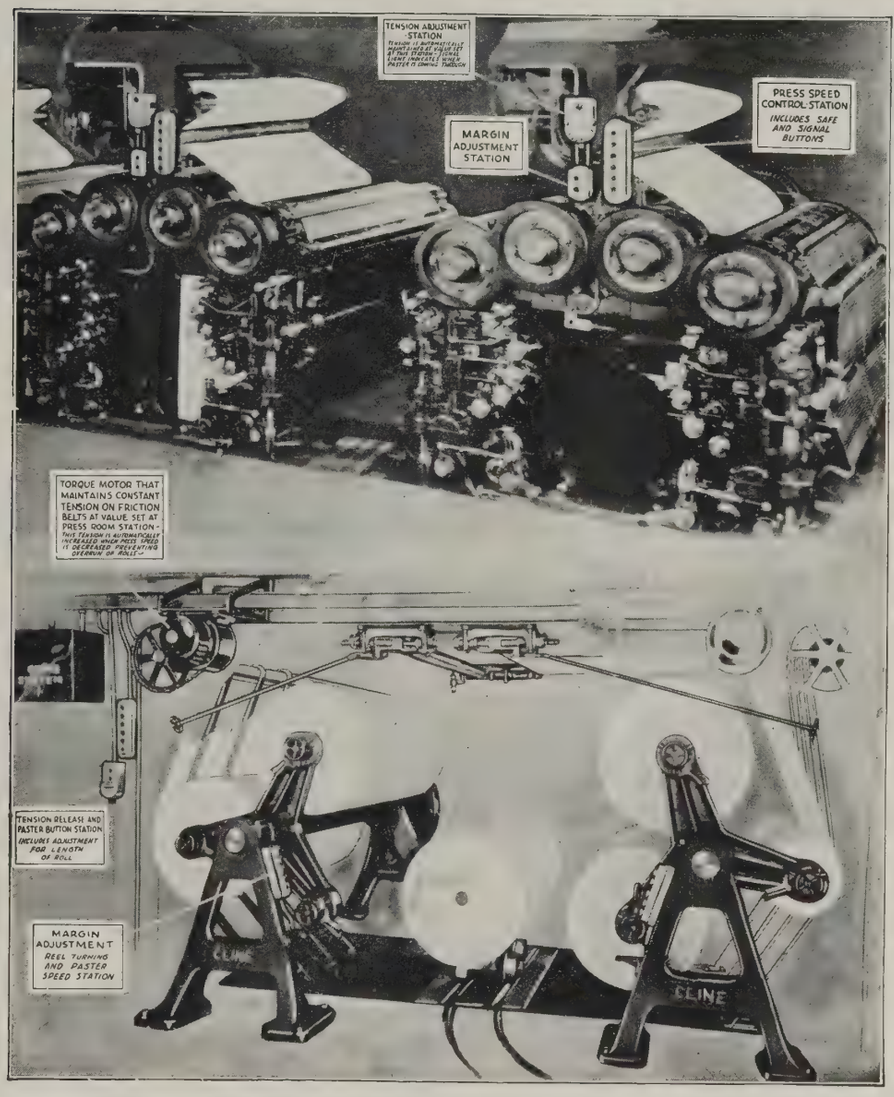
Controls the Web Tension

CLINE SYSTEM AUTOMATIC ELECTRIC TENSION

See Tension Adjustment Station on Press

See Margin Adjustment Station on Press

Note Flying Paster Control Station



Roll-Stands and Automatic Electric Tension

List of CLINE *Equipment*

Cline System of Full Automatic Press Control

Cline Selective Full Automatic Control for Multiple Unit-type Presses

Cline System Paper Roll-Stands

Cline System Automatic Electric Tensions

Cline-Westinghouse Stereotype Motor Equipment

Cline-Westinghouse Linotype Drives

Cline-Westinghouse Motor Equipments for fans, pumps, etc.

Cline-Westinghouse Electrically Heated Stereotype Metal Pots

Cline-Capital Roll Lift and Lorator

Cline-Capital Plate-Dropper

Cline-Capital Plate Conveyor

Cline-Capital Paper Trucks, Tracks, Transfer Tables, etc.

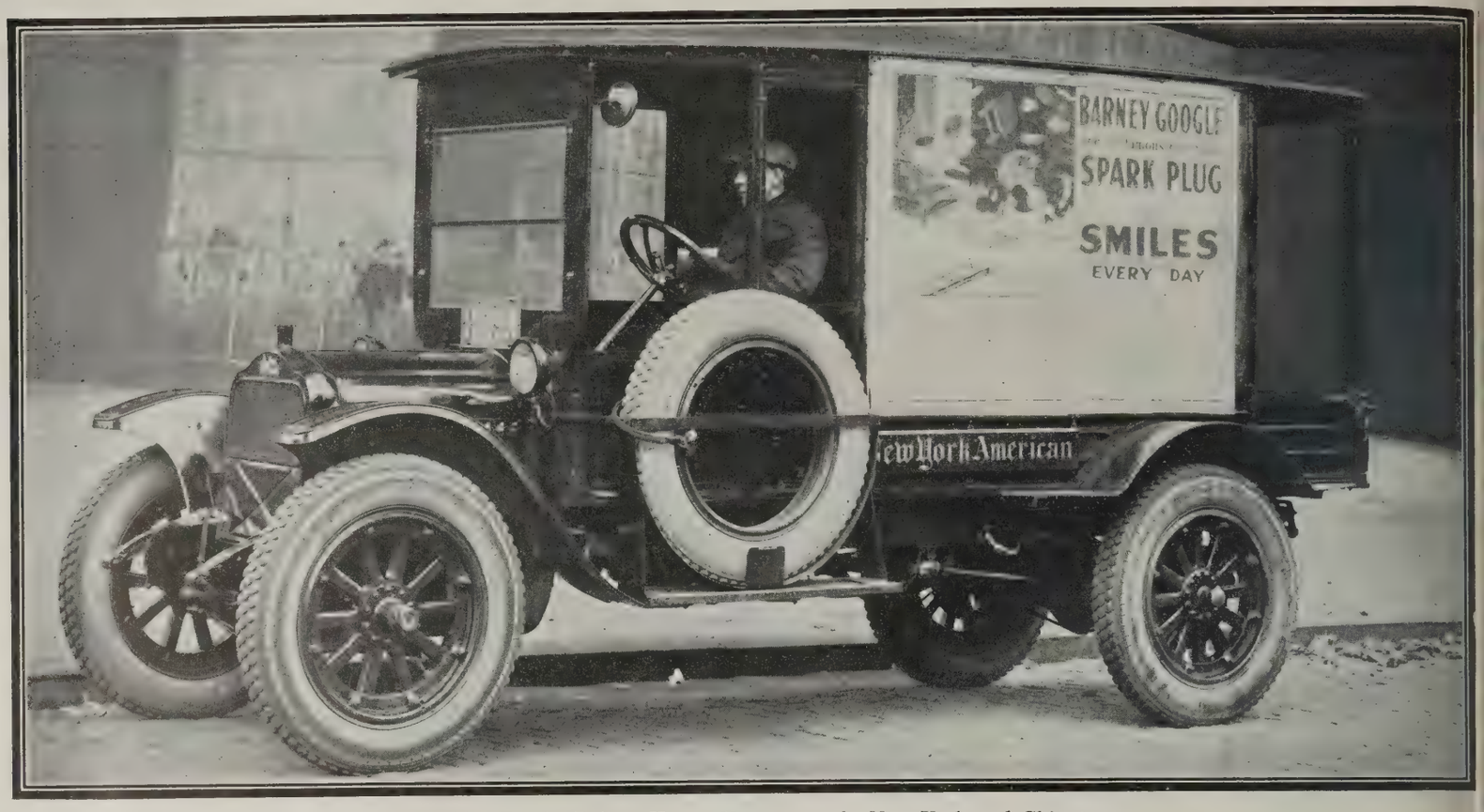
and Control Equipments for
r Newspaper and Job Presses

MFG. CO.

ASHINGTON ST., CHICAGO, ILL.

EASTERN OFFICE
MARBRIDGE BLDG.
47 WEST 34TH ST.
NEW YORK CITY

TEM



106 White Trucks Deliver Hearst Newspapers in New York and Chicago

NEW LOW PRICES ON
White Light Delivery Trucks

THE recent price reduction on the two White Truck light delivery models, used extensively by newspapers, sets a new standard for high quality and low price in this field.

Dependable and speedy, White Trucks have the stamina to withstand the severe demands of newspaper service. At the new low prices White Truck transportation is now within the reach of every newspaper publisher.

The name and reputation of White is insurance of continued high quality. These are the same high-grade White Trucks—at lower prices—the same standard specifications. Throughout the chassis construction of the White Model 15 and Model 20 you will find inbuilt quality, ruggedness and exclusive White mechanical features that are not duplicated in any other light delivery truck at any price. They are circulation builders.

	Old Price	New Price	Saving
Model 15 (¾-1-Ton)	$2150	$1545	$605
Model 20 (1½-Ton)	2950	2125	825

(Prices F. O. B. Factory)

Write The White Company, Cleveland, or the nearest White branch or dealer for complete specifications covering White Light Delivery Trucks at reduced prices. TERMS—Operators wishing to buy trucks on terms can do so.

THE WHITE COMPANY, *Cleveland*

WHITE TRUCKS
and WHITE BUSSES

Steady—

Reliable—

Powerful—

THE HALIFAX HERALD

and

THE EVENING MAIL

(Total Net Paid A. B. C. Circulation 33,587)

Advertising in the Maritime Provinces—one of the best markets in Canada—is bound to bring you increased sales, and The Halifax Herald and The Evening Mail can give you a better coverage in Nova Scotia than any other newspaper.

Full particulars furnished by any advertising agency, or by writing direct to

The Halifax Herald *and* The Evening Mail

E. M. BURKE

1203 Graybar Building, 420 Lexington Avenue, New York

PAPERS IN 37 FOREIGN COUNTRIES NOW RECEIVE NEWS FROM UNITED PRESS

Rapid Expanison of American News Service Abroad Told by Vice-President—South American Field Opened in 1916 —Pioneer Work Done in China

By J. H. FURAY
Vice-President of the United Press in Charge of Foreign Services
(*Written for* Editor & Publisher)

WHEN E. W. Scripps conceived the plan of organizing the United Press twenty years ago, he visualized a press association which should eventually spread to the uttermost parts of the earth and guarantee to the press of the world that it should have the truth of the news of the world each day presented without nationalistic bias or passion, without propaganda and without a selfish interest to serve. He conceived an organization which in a future day should contribute in no small measure to bringing about a closer understanding between the peoples of the world and thus promote international accord.

The United Press, this year celebrating the twentieth anniversay of its foundation in 1907, is the living result of the attempt of men who believe firmly in the principles of its founder to realize his vision.

This article refers to the foreign service of the United Press. The men who have been privileged in the international field to participate in the task of attempting to transform the vision of Mr. Scripps into a living thing realize that much of their task is still undone. But they point with some pride to the fact that today, only twenty years away from the birth of the organization, and little more than ten years since the development of the United Press foreign service dispatches really began, those dispatches are going to the peoples of 37 countries outside of the United States and its possessions and are being printed in 17 different languages.

From a service whose volume seems infinitesimal compared to the huge wordages cabled to foreign countries today, the growth of that foreign service has been steady and strong from 1907 to 1927.

One of the first foreign press organizations to receive United Press dispatches was Nippon Dempo Tsushin Sha (Japanese Telegraph News Agency), of Tokio, founded by Hoshio Mitsunaga. It was the first attempt on the part of the Japanese press to break away from the domination of governmentally subsidized or controlled news agencies. Today every important Japanese newspaper receives daily United Press dispatches distributed through Nippon Dempo Tsushin Sha.

In those early days of the United Press, too, its dispatches reached Europe through an arrangement with the Exchange Telegraph Company of London which distributed them to newspapers throughout Great Britain.

The great impulse to the publication by newspapers in other countries of United Press news dispatches came, however, with the convlusion of the World War and its aftermath. It was during this period that the most significant step in the history of U. P. foreign service was taken. This was the inauguration of service to the newspapers of South America. This service began in 1916 with a single client in Buenos Aires; today it serves more than 80 newspapers in South America proper and more than 100 in all of Latin America.

To understand the change in the South American press association situation since the United Press service began, it is necessary to visualize the press agency situation which existed there before that year. Incidentally, South America was typical of the situation which existed for many years throughout the world.

Fifteen or twenty years ago, by reason of an understanding or "gentlemen's agreement" between the so-called official European agencies whereby each official agency agreed not to invade with its service the territories of the others.



J. H. Furay

South America had been assigned to Agence Havas, of France, as part of its special field. For many years Havas was the only news agency whose dispatches reached that continent. The news of the world as then published by South American newspapers was thus furnished exclusively by a single source and that source the official or semi-official agency of the French government.

In large part of the news of the world from countries other than France or the French sphere of influence reached Havas from its allied news agencies, nearly all of which were themselves official or semi-official governmentally supported agencies.

Editors of great South American journals whose standards of news independence and objectivity are as high as any in the world, sensed the situation and began to express the fear that, under such a system of a single news source, propaganda might be presented to them in the guise of unbiased news. When the World War broke out in 1914, these editors clearly saw that it was necessary to publish world news dispatches from a neutral source if they were to keep faith with their readers and present a daily chronicle of world events viewed objectively and not colored by national or racial passions. It was to meet this situation that the United Press was called in 1916.

It was three years after the inauguration of its service in South America that this structure began to take definite form. The preceding three years had been devoted to the painful growth by the "trial and error" method. In June, 1919, *La Prensa* of Buenos Aires, one of the most influential newspapers in South America, began to receive United Press dispatches.

Early in 1920, *LaRazon* of Buenos Aires, began United Press service and this was quickly followed by the inauguration of service to other large Buenos Aires journals—*El Diario, La Epoca, La Argentina, The Standard, El Diario Espanol, La Patria degli Italiani* —and the newspapers of Rosario, Mendoza and other large cities of Argentina.

Meanwhile, early in the U. P. history in South America, its dispatches had been started to Brazil. *O Imparcial,* of Rio de Janeiro, was the first Brazilian journal to receive these dispatches. Six months later the service was begun to *O Paiz* of Rio de Janeiro and shortly thereafter to *O Estado de Sao Paulo.* Out of this beginning has grown a distribution of news dispatches to many sections of Brazil, not only in the larger cities of Rio de Janeiro and Sao Paulo, but also in sections of southern Brazil, such as Porto Alegre. The U. P. today serves more than 20 newspapers in Brazil.

After this development came the opening of service to the countries on the West Coast of South America, principally Chile and Peru. Service to Peru was begun in 1921 when *La Presna,* of Lima, contracted for these dispatches. A year later publication of United Press news reports was started by *Diario Ilustrado* of Santiago and *La Nacion* of the same city. Now every newspaper in Chile which takes any press association report at all relies exclusively on the United Press for its news. In Peru six newspapers receive any press report and United Press serves five of them.

Following this development, another step was taken in the program of expansion when, at the request of newspapers in South America, U. P. undertook to cover for the South American press the news of South America itself, in addition to the service from other parts of the world.

The first test of the efficiency of this coverage came with the opening of the Tacna-Arica plebiscite conference in Arica during 1925 and 1926, which met in the hope of terminating the 40-year old bitter dispute between Chile and Peru as to the sovereignty over the provinces of Tacna and Arica. Dispite the fact that both Chile and Peru were vitally involved in the deliberations, the United Press clients of both countries relied almost entirely upon the United Press dispatches to bring to their readers the news of Arica events. With national feeling running high on both sides, here, was an acid test of impartiality.

But the development of the U. P. service in South America was not confined to the larger and more accessible countries of that continent. In rapid succession newspapers of Bolivia, Ecuador and Colombia, on the West Coast, began the U. P. service. The United Press serves 14 newspapers and 5 in Bolivia.

The rapid expansion of United Press service on the continent of South America was largely due to the efforts of James I. Miller, vice-president and general South American manager, who has just arrived in the United States on his first visit in four years. Miller entered the service in February, 1918, as Buenos Aires bureau manager and has advanced to his present position with the growth of the geographical division under his direction.

The United Press entered the Chinese field in 1922. Ray G. Marshall opened the service by establishing a bureau in Peking. Within a few months United Press dispatches were being published in 16 vernacular or foreign language newspapers in Peking, Shanghai, Hankow, Tientsin and other cities of China and this service was quickly extended to Harbin in the north and Hong Kong in the South. A bureau was also established in Shanghai and a part time bureau in Hong Kong.

Miles W. Vaughn, former New York manager, was sent to the Far East two years ago to become Far Eastern manager and to complete the work begun.

In Hawaii the *Honolulu Advertiser* discontinued its former press association affiliations on Feb. 1 of the present year and began to rely exclusively upon U. P. for its world news coverage. The *Hawaii Hochi,* a Japanese language daily of Honolulu, is also served with United Press dispatches through a full time bureau which has been in operation in Honolulu for the past four months.

In England, through the Exchange Telegraph Company, and in France, through Agence Radio Telegraphique, United Press dispatches had for years been reaching the press of Great Britain and the Continent of Europe. But it was not until 1922 that service direct to newspapers was started.

Profiting by its own early errors during the trying years of its beginnings in South America, the United Press felt that it must make haste slowly and study the problems presented before embarking on an enterprise never before undertaken by an American press association. In the fall of 1921, Dr. Edward J. Bing, master of eight languages and long experienced in general European newspaper work, was brought to this country. He remained for eight months studying conditions and methods and preparing for the inauguration of service. In May of the following year he returned to Europe and a few months later service began.

The first newspaper in continental Europe served directly was *La Vanguardia* of Barcelona. It was quickly followed by *Neue Freie Presse,* Austrian newspaper.

The United Press has never stooped to propaganda, nationalistic or otherwise, in the sense in which that word is generally understood and used. Propaganda in this sense is a vicious thing. It consists of poisoning the wells of truth at their sources, in so mixing fact and half-truths as to convey a false impression and for an ulterior purpose. In its worst form it amounts to deliberate deception. No press association in any field, particularly in the international field, could long survive which circulated only one side of a political or national controversy in its daily news report. It would be damned by intelligent men as unfair and untrue to the principles upon which honest journalism is founded.

The United Press has striven always to be fair and honest with all countries and all races in dispatches which it distributed throughout the world.

U. P. CABLE CHIEF TELLS OF EARLY DAYS

150 Words from Abroad Was "Red Letter Event" Twenty Years Ago —Has Handled Biggest Stories of Two Decades

When the United Press started operations 20 years ago, it was "a red letter day" when 150 cable words arrived from Europe; today thousand of words from all parts of the globe for distribution in this country and other lands arrive daily, according to Francis A. Gribbon, Western Union chief for cables in the United Press offices in the World Building. When Gribbon first started 20 years ago with the United Press, he was copying cables and telegrams, but today he is head of a force which handles chiefly cables.

He has worked under five Western Union presidents and under five United Press presidents.

"When we started in the old Park Row Building 20 years ago, the entire force, from president to office boy, consisted of 12 men," he told Editor & Publisher.

"One of the big flashes of the early days was the story that Wright Brothers had succeeded in getting their airplane off the ground and flying a bit. Since then airplanes and a dirigible have spanned the ocean and crossed the North Pole.

"Some of the stories I have taken in from the wires have been the death of King Edward, England, deaths of two Popes; "Discovery" of North Pole by Dr. Cook, followed by the actual discovery by Admiral Peary; the sinking of the Titanic; the Harry K. Thaw murder trial; death of Emperor Franz Joseph of Austria; declaration of war and signing of peace.

"The cable service has kept pace with other developments of transmission, and today we can get a news flash from London in less than a minute."

EDITOR FLEES RUMANIA

Titus Enachovic, editor of the *Bucharest Coventul,* fled Rumania when he learned he was to be arrested and sentenced to six months in prison for adversely criticizing the work of the Secretary of the Ministry of Railroads. It was the first case to come before the court martial since the new press law was established by decree of Premier Averescu.



The New Building of the Toledo Blade which will be opened May 2nd

A new $1,500,000 plant has been built and completely equipped for exclusive use in the production of the Toledo Blade.

The equipment includes 16 Unit type Goss presses in line, equipped with Cline Reels, with capacity of 210,000 twenty-four page papers per hour; 20 New Lin-O-Type machines; new Monotype Equipment; new double junior auto plate machines.

The BLADE now has over 126,000 daily circulation, which is nearly 30% more than the second paper. In advertising volume during 1926 the BLADE carried 5,700,000 lines more total advertising than the second paper.

347

Exclusive National Accounts!

The Toledo BLADE during the year 1926 carried 347 national accounts exclusively. The other evening paper carried only 24 national accounts exclusively.

These were classified as follows:

	BLADE	Second Paper
Automobiles	13	1
Auto Accessories	9	0
Beverages & Confections	16	0
Building Materials	8	1
Coffee, Teas & Spices	4	0
Dyes & Polishes	6	0
Electrical Appliances	7	0
Exterminators	4	1
Financial	16	0
Food Products	35	0
Fuel & Oil	4	0
Hardware & Household Goods	11	0
Hotels & Resorts	9	3
Cleaners & Soaps	7	0
Men's Wear	10	1
Musical Instruments	2	0
Office Appliances	6	1
Plumbing & Heating	6	0
Proprietary Medicines	63	11
Publishers Adv. (Magazines & Newspapers)	12	0
Radio	20	1
Railroad & Steamships	23	0
Schools & Colleges	1	0
Shoes	1	0
Tobacco	16	0
Toilet Articles & Preparations	21	4
Wall Paper & Paints	1	0
Women's Wear	8	0
Miscellaneous Products	8	0
	347	24

The BLADE *is the* FIRST *in* TOLEDO
from every standpoint

The Reason: Quantity Circulation plus Quality Circulation is Unbeatable

TOLEDO BLADE

Paul Block

New York Chicago Detroit Boston Philadelphia

HOW SMALL DAILY MAKES CASH REGISTER RING

Franklin (Ind.) Star Stresses Local News, Letting Big Papers Cover Foreign—Bars Special Editio Salesmen—Circulation Contests and Premiums Taboo

By DAVIS O. VANDIVIER

OUT in Indiana, just 20 miles south of Indianapolis, there's a small daily newspaper that has no competition to spur it on, only its own honest effort to give its customers a finer paper and help every citizen to have a better, cleaner city in which to live. That in itself is not unusual. It is a Main Street country town newspaper in every sense of the phrase. But it is not unusual for that paper to break linage and circulation records every month in spite of "close" money and efforts of state newspapers which are published only 20 miles distant.



W. W. Aikens ...

That paper is the *Franklin* (Ind.) *Evening Star*, published in a city which the 1920 census gave a population of 4,909. To make a financial gain of 31 per cent in 1926 over 1925; to increase its advertising revenue 33.8 per cent in March, 1927, over the same period of 1926; and to make March, 1927 a bigger month than its record December business, is an achievement that will probably interest many readers of Editor & Publisher.

W. W. Aikens and Raymond H. Sellers are the publishers of the Star. Mr. Aikens, who founded the paper in 1885, has been actively connected with it with the exception of three years. In October of 1923, with Mr. Sellers as his partner, the Star was re-purchased. Since that time it has been built from a four page daily to eight and ten page size with numerous special editions totaling as many as 24 pages. Mr. Aikens is also treasurer of the National Editorial Association, a position that he has held for the past seven years.

Many Star policies and methods used in building a greater newspaper are unusual. None are sensational, just the means for building in a fairly speedy manner, a growth without "growing pains" from the advertisers or the readers.

The remainder of this article is divided into three sections telling of the plan pursued by the management of the Star. The first pertains to news, the second to advertising and the third to circulation.

The editorial department, headed by Mr. Sellers, "hunts" only local news. Indianapolis papers, carrying complete state, national and foreign news stories, would smother and dwarf any attempt of the Star capably to cover this field. Therefore the Star leaves everything to the state papers with the exception of local news which it gives from the smallest item to the story about Friend Wife chasing her spouse with an axe or an egg beater.

Franklin is in the center of Johnson County (agricultural) and the Star makes this area its "news world." As a result hundreds of Johnson County folk take but two papers, the Star and the state paper. In event economy dictates that one must go, there is never a debate as to which it shall be. In this kind of an argument the Star never loses.

Correspondents are maintained in every city and hamlet in the county. A member of the staff visits each of the five towns in this area one afternoon of each week in search of special stories.

The Star has the reputation of printing more strictly local news than is carried by any paper published in a city of less than 15,000 population in all Indiana.

When stories are clipped from neighboring papers that pertain to county news, they are rewritten with the real local angle.

One of the "stiffest" policies of Mr. Sellers is that every page must have real local news on it with the exception of page advertisements.

Many small town papers are published at noon on Saturday, believing that sufficient advertising cannot be printed to justify longer hours. The Star makes the greatest effort of the week on Saturday to give its readers better news and the paper "goes to bed" at the regular time (3.30 p.m). Advertisers are now using the Saturday edition with regularity and a well balanced eight page paper is printed each Saturday.

The Star has an unusually complete local morgue that is kept abreast with the times in every possible manner. The staff follows closely the successes of former residents in other states and never misses an opportunity to tell the home folks how "John Smith is now president of the tea sippers club in Borneo." Every success story creates greater city pride and staunch friends for the paper.

News stories, which some papers would classify as advertising, are given freely to aid any movement of charitable organizations. Community enterprises are backed to the last ditch.

The policy of giving every item of local news possible for a wide-awake organization to gather has resulted in unusual support from the public. Scores of letters, similar to the medical testimony type, are received every month from readers in other states. Instead of curing everything from short "eye winkers" to pneumonia, the readers say the Star is "a letter from home and they couldn't get along without it."

The advertising department, which has broken previous linage records with regularity, incorporates several plans and methods not to be found on the average daily, and especially in a town of only 4,900 population. As stated previously, local display and classified linage was boosted over 31 per cent in 1926 and the record figures of that year are being smashed during 1927. March business showed a gain of 33.8 per cent, being bigger in volume than the Christmas month.

Selling advertising is not the task of the Star advertising department. It is helping the merchant. When the merchant is "assisted" in taking a page advertisement the staff feels that it is doing him a real service.

A special study of each individual business in the city is made. To the best of its ability the advertising department strives to discover how to make greater profits for the advertising buyer. New ideas, business builders are eagerly sought for the benefit of the advertiser. If his advertising is not paying, the matter is a subject for real discussion and new methods are proposed.

The staff has a "horror" of overselling a customer. It means an end to advertising for a period and a possible total loss, and the sure slipping of the business firm's profits. Many times advertisements are received by the staff that require more space than is really necessary to sell the merchandise. In that event the merchant is advised that smaller space would be cheaper with results just as great. This policy has created confidence among the advertisers in the integrity of the Star.

No outside advertising salesmen are permitted to co-operate with the department. The pressure sellers are taboo. To the many propositions of linage boosters that mean immediate profits (but not future gains) a "deaf ear" is turned. The department feels that it knows the needs of local advertisers and does not want to run the risk of overselling. No transient advertising solicitors are ever permitted to represent the Star.

In the small cities in the county, the area covered by the Star, big linage gains are run up. A special 14-page edition for the town of Greenwood was recently published. It contained only Greenwood news and advertising. The small towns are covered at regular intervals for new business. In event a change is made, a new building erected or any form of a civic improvement made in the small towns, the advertising department immediately starts to work in order to cover the "event." Every edition of this nature is backed up with all local news from that particular town.

The Star does not sell any community booster pages or series but devotes its effort to helping the business man.

About 12 special editions are issued each year with the stress on increased circulation. Over a period of time this method has been found to yield much better for the paper, as well as the business houses, than special co-operative pages.

Advertisers are shown proofs of every new issue of the advertising service and proofs given when requested. In event two or three men in the same line of business select the same illustrations it is then a matter of first come first served.

Advertising bills of the Star come due the first of each month and that means the first, too. When a man is unable to pay for advertising used in the past, the office believes there is either something wrong with his business management his advertising. In case the departme has helped plan his advertising and giv every possible suggestion then the firm advised to "let up" on using newsprint.

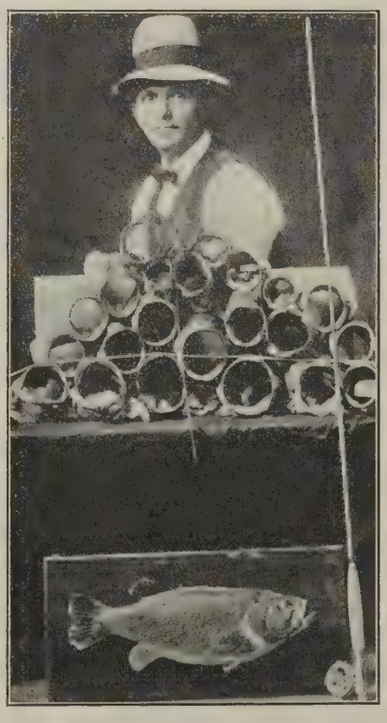


Raymond H. Seller

The Star has as few circulation problems as any daily newspaper. During the past three and a half years 1,000 people have added their names to the reading roster. "Have added" is right as no solicitors have been employed, no free prizes given and serial features used.

By giving all the available news in fair and impartial manner, the paper h reached the stage of development whe people really want it. Rates are not c to hasten advance collections. Whe say 50 subscribers get delinquent in th payments, they are advised of the fact letter. If this does not suffice, off com the names from the subscription galley Mr. Subscriber misses one issue of t paper, calls up the office and as "what's the trouble." When told, hops in the flivver and rattles in and la down the subscription price.

NEW CONVENTION LURE USED BY EDITOR



No members of the Oklahoma Press Association who can possibly get away are expected to miss the May meeting of the association, following receipt of invitations from Robert I. Kidd, bearing the above picture. Mr. Kidd, editor of the *Poteau* (Okla.) *News*, is president of the association and has selected a lake as the meeting place. The evidence on the table is an array of fish scalps collected by Mr. Kidd. He won't tell where the lake is for fear of it being depleted prior to the time of the meeting.

MAY MOVE TYPOTHETA PRINTING SCHOOL

Proposal Made to Locate Pione Indianapolis Institution at Carnegie Institute of Technology

The printing school of the United T pothetæ of America will be moved fro Indianapolis to Carnegie Institute Technology, Pittsburgh, if the directo of the Institute accept the formal tend of an endowment of $225,000 to establi two chairs in printing. This announc ment was made at a dinner held at t William Penn Hotel, Pittsburgh, on Ap 23, when the offer was made to the Ins tute by Ernest F. Eilert, president of t Typothetæ.

The school at Indianapolis has be operating for more than 21 years and considered not only a pioneer school printing instruction, but in the entire fie of industrial education in North Americ according to George K. Hebb, chairma of the Typothetæ committee on educatio It has functioned as a higher trade scho teaching craftsmanship, rather than trai ing apprentices for the trade. Studen have been mostly sons and employes the master printers, and more than 2,0 have completed the resident courses.

Carnegie Institute of Technology is t only school in North America, accordi to Mr. Hebb's report, that has the faci ties to give complete courses in printin

The proposal of the Typothetæ provid that $125,000 be set aside for the esta lishment of a United Typothetæ America professorship in printing, the i cumbent to be head of the department printing in the college of industries. T remaining $100,000 would be set aside f the United Typothetæ head instructorsh in craftsmanship training. Necessary a ditional equipment to initiate the ne training program would be provided the Typothetæ.

Chairman Hebb of Detroit, Fred Hartman of Chicago, director of educ tion, and President Eilert of New Yo were appointed by the executive coun to work out details of the program wi officials of Carnegie Institute of Tec nology.

—Let's Analyze the Keystone Market—



In population it ranks second with nearly 10 million inhabitants. Its annual productive wealth from its industries is valued at over 7 billion dollars. It employs more than 1 million workers whose annual pay roll runs over one billion dollars. Its annual crop value averages over 500 million dollars. It is the great manufacturing center for the iron and steel industry, cotton, wool, leather, machinery, food stuffs, and all other kindred products that give steady employment to hundreds of thousands of people.

It maintains its leadership in the quantity production of important and necessary commodities such as shoes, building brick, cigars, cigarettes, confections, gasoline, handkerchiefs, hats, hosiery, ice cream, matches, etc.

The Keystone State is the country's work shop. Its people are steadily engaged in these great industries, producing wealth and earning excellent incomes.

No advertiser who has ever concentrated his energies on this market has found cause for complaint. The response he received has exceeded his highest expectations.

If you are not yet familiar with this great market its time you took the trouble to investigate it. Let these newspapers listed below help you.

	Circulation	2,500 lines	10,000 lines
**Allentown Call .....(M)	34,660	1.1	.11
**Allentown Call .....(S)	23,813	.11	.11
††Beaver Falls Tribune .....(E)	7,141	.03	.03
††Bethlehem Globe Times .....(E)	14,147	.06	.06
††Brownsville Telegraph .....(E)	7,818	.04	.04
*Chester Times .....(E)	19,742	.09	.07
†Coatesville Record .....(E)	6,834	.035	.03
*Connellsville Courier .....(E)	5,652	.02	.02
**Easton Express .....(E)	34,476	.10	.10
**Erie Times .....(E)	30,594	.08	.08
††Grensburg Tribune Review ..(EM)	14,800	.05	.05
††Hazleton Plain Speaker.....(E) / ††Hazleton Standard-Sentinel....(M)	20,582	.08	.07
*Mount Carmel Item .....(E)	4,340	0.285	.0285
**Oil City Derrick .....(M)	6,903	.04	.04
**Pottsville Republican and Morning Paper .....(EM)	15,887	.08	.07
**Scranton Times .....(E)	43,000	.13	.12
*Sharon Herald .....(E)	7,456	.0357	.0357
**Sunbury Daily Item .....(E)	5,922	.035	.035
*Warren Mirror-Times .....(ME)	9,291	.043	.043
*Washington Observer and Reporter .....(M&E)	17,384	.06	.06
††West Chester Local News.....(E)	11,941	.04	.04
**Wilkes-Barre Times-Leader.....(E)	26,442	.08	.06
††Williamsport Sun and Gazette & Bulletin .....(ME)	29,931	.09	.09
†York Dispatch .....(E)	19,955	.05	.05

*A. B. C. Statement, Oct. 1, 1926.
**A. B. C. Statement, March 31, 1927.
†Government Statement, Oct 1, 1926.
††Government Statement, March 31, 1927.

ARE TABLOID NEWSPAPERS A FIFTH ESTATE?

Conflict Between Tabs and Standard Size Papers One of Taste and Style Writer Declares—Tabloid Have Carried Picture Formula Into News Writing—Overdone Politics, Crusades, Bore Readers

By S. PARTRIDGE

LAUGHTER rocked newspaper offices seven years ago when an Assemblyman introduced in the New York State Legislature a bill to prohibit on newspaper reports of murders, types larger than a half inch high. The bill was predicated upon the theory that conspicuous statements of murder induced readers of those statements to commit murder. Since the bill was defeated—its advocates say because it was defeated—a number of murders have been committed.(a)

Stirred by the sweet ingenuousness of this 36-point effort, I prepared a bill aimed at another kind of slaughter, the killing of persons by motorists driving at illegal speeds. My measure was entitled, "A Bill, To limit the diameter of speedometers on automobiles driven over or upon the public highways." It was predicated upon the theory that, to reduce the mortalities of pedestrians struck down by automobiles, it was necessary to reduce and limit the speed of those automobiles.

The bill provided that the diameter of a speedometer should not exceed 36 millimeters for each Rated Horse Power, or 72 millimeters for each Brake Horse Power, of the engine of the automobile on which said viz-and-to-wit speedometer was used.

Like the 36-point type bill, my 36 millimeter speedometer bill has not been enacted into law and—perhaps in consequence thereof—highway mortalities have increased.(b) I am emboldened again to bring forward this bill because of a new effort along quantitative lines to curb crime through limitation of crime news.

This new effort—is or was—a proposal that the newspapers of New York voluntarily bind themselves to publish not more than 500 words a day on the Snyder murder trial. The proposal was made by a tabloid newspaper, the *Evening Graphic*, whose earnestness was evinced in stories and editorials aggregating many thousands of words. The proposal has a certain professional or trade interest additional to its public interest. It therefore opens very fairly the door to discussion, by the rank and file, of the treatment of news by tabloids and other newspapers. I am, myself, of the rank and file: I am a copy-reader.

Let us apply to this problem plain thoughts of the rank and file, as distinguished from the ratiocinative processes of the editorial and administrative mind. Let us seek facts; let us try to put in common words some rules by which we can shun such dilemmas as urge a newspaper, for whatever purpose, to propose not only for itself but for its rivals what is in effect a public censorship. The rank and file have at least a bread-and-butter interest in such proposals.

Let us see if the solution of the problems of the tabloid and of the "big papers," as of all written matter, is not to be found in style, which involves artistic taste. Let us see if the answer to this problem cannot be put in a rule, or a formula, not rigidly and arbitrarily fixed by the size of an article, or of the types it is printed with, or of the newspaper it is printed in, yet having a wise relation to those factors.

This thing is of importance to the "big papers," too, because the tabloids are profoundly effecting the newspaper business. Some persons regard them as a new and distinct genus of publication. The relations between the press and the public, between the press and the Government, particularly its courts; pulpit, business, stage, sports, dress, manners, morals, are affected. It is not too much to say that at least the unwritten laws of libel are undergoing very significant changes.

Remember that the tabloid is primarily a picture paper. If it were merely a reduction, like a map on a scale of one inch to the mile, of a standard-size newspaper, a tabloid could be staffed by a few such crafty fellows as contrive to write the Lord's Prayer on the head of a pin. But that is not true. A tabloid story, to be good, must be written in tabloid style. Permit one of the rank and file humbly to offer this rule or formula:

Tabloid style is picture style.

There happens to be, right now, an exhibition at the Metropolitan Museum of Art of early American miniatures. Study them—you will seldom see so many together—and you will find different treatments. Some are of quite photographic accuracy; a few have slight traces of a kind of impressionism, but most of them appear, to the lay critic, essentially portraits of the formal school; delicate, dainty, spirituelle, but not basically different from, say, that indescribably exquisite portrait of Madame Favart, by Drouais, also in the Metropolitan.

You will find beautiful stories in tabloids, delicate, dainty, exquisite. But they are neither miniatures nor *Madame Favart*. Not so far from Madame Favart, in the Metropolitan, is a portrait of Salome. On her lower lip is a line of moisture—an almost brilliant white—characteristic of women of a certain type. That suggests the tabloid stories.

It is a flash that lightens, blazes, flames. It is a flare of impressionism against a background of facts.

Let us turn to literature for analogies. For the art of compression we go, as if by instinct, to the Bible. But let us do it wisely. If merely knowing the vocabulary of the Bible were enough, Aimee McPherson and The Rev. Dr. John Roach Straton would be as good newspaper men as some persons would have us think. When we closely examine the style of the Bible from a tabloid point of view, we find it is essentially, like all great styles, full of imagery, that is to say, of pictures.

Let us take up, first, Daniel's pronouncement of absolute power vested in and exercised by a monarch over his people, the power of life and death, of chains and torture, of well-being or ill-being—you see how many words one can say of it. Daniel (V, 19) thus described the power of Nebuchadnezzar:

" . . . Whom he would he slew; and whom he would he kept alive; and whom he would he set up; and whom he would be put down."

That chapter—not long by tabloid measurement—tells the fall of one of the greatest dynasties the world has ever known. It begins with a majestic overture, "Belshazzar the king made a great feast to a thousand of his lords, and drank wine before the thousand." In its onward rush, the story yet has time and space to explain, "In the same hour came forth fingers of a man's hand, and wrote over against the candlestick upon the plaister of the wall" (*where all could see*); and in concluding, "In that night was Belshazzer the king of the Chaldeans slain. And Darius the Median took the kingdom," to add, "being about three score and two years old."

A picture, that hand, over against the plaister! And the man of 62!

When Joshua sent out spies to Jericho, they ran true to form and made friends with the underworld. They made a harlot's house their headquarters. But the story of their adventures and of the later taking of that great city is strung on the scarlet thread that this woman Rahab was to hang from her window. A picture! that scarlet thread in the harlot's window!

When David's soldiers went forth to take his son, Absolom, we have the picture of the aged king waiting:

"And David sat between the two gates; and the watchman went up to the roof over the gate unto the wall, and lifted up his eyes, and looked, and beheld a man running alone.

"And the watchman cried and told the king. And the king said, if he be alone, there is tidings in his mouth."

A picture, of these two old men, talking down their terror while the dusty messenger far off on the plain "came apace, and drew near."

Take a world-old plaint as voiced in Chaucer's Knight's Tale:

What is this world? What asken man to have?
Now is hir love, now in hir lonely grave,
Alone, withouten any compagnie.

A picture, the isolation of the dead!

Imagery! Do not think it is fantastic to talk of drawing tabloid styles from great literature. Some tabloid writers already have styles of a very fine quality and perfectly adapted to tabloid writing. But you will find in them the picture element.

A story in the Evening Graphic says "A shabby boy picked up by the police in Union Square today told them he was the last of the dapper Red Moran's gang."

The picture: *shabby*. This boy was hungry and penniless too, but *shabby* was the picture.

We may call this word the picture word, the tone-word, the key-word, the pivot-word; perhaps, borrowing from music, we should do best to call it the theme-word. But in every good essentially tabloid story it is there. The story is built around that word and its connotations.

Tabloid headlines are tending more and more in the same direction—more to pictures, less to news.

When Harry Thaw, like another Cincinnatus, left the country gentleman's plough, to come back to Broadway for a lark, this line covered the story.

HARRY THAW 'STEPS OUT'

Commander R. E. Byrd and two other aeronauts inflate a rubber collapsible boat for a tryout in New York harbor:

3 Leather-Lunged
Flyers Go to Sea
On Their Breaths

Parents of five children die of hootch:

Rum Orphans.

First maple syrup of season is taken from the Coolidge farm:

COOLIDGE SAP UP

Here is a picture in a news head—double value:

ELEPHANTS KILL SHOPPER

the word shopper connoting a crowded retail street.

It would seem that these elements of style ought to be developed in tabloid staffs by concerted efforts from above. It is not enough for editors to give the order, "Cut to the bone." The old rhetoric books used to give as the elements of style, Purity, Propriety, Precision, Clearness, Strength and Harmony. In a newspaper those elements should be extended not only through individual stories but through the whole publication.

Cutting stories to the bone is a vain thing if an editorial writer is taking a thousand words to say that bigotry is evil, or 500 to say that if President Coolidge is reelected, he will be the first man in the United States to be president in three terms.

To one of the rank and file, it would seem that better balance is obtained by papers which do not give large amounts of space to crusades. Some of the big papers can manage to get away with this thing of running around telling Governors, and Supreme Court and High Sheriffs of other States "Don't hang that man! Why, he's a Brooklyn boy! Raised right up here in Dannemora!" The taste involved in such advice becomes all the more doubtful when a State says: "All right, Buddy. Keep 'em home or we'll hang 'em as fast as you raise 'em."

When the amount of space devoted to crusades is large, they not only crowd out news; they create unfavorable impressions. There's probably not a daily newspaper in New York that hasn't two or three hundred readers who think when they read. Such people say—and go others to say:

"The editors are always fussing because somebody wants to run their papers—why not? Who put it up to the papers to put anybody in jail, or get out?"

The effect of these masses of space given over to crusades and to editorial platitudes and commonplaces is far more shocking to the prospective advertiser. When he sees a page or half a page thrown away (as he deems it) and an advertiser calculates that space at 50 cents or 75 cents an agate line, and mutters,

"They must not set a very high value on their space: I could move $50,000 worth of goods off my shelves with that much space—in a good paper."

For that very reason—and again it seems to one of the rank and file that the men at the top must formulate more specifically the standards for tabloid writing and space-allotments—for that very reason, it seems inevitable that the advertising rate structures of the tabloids should be reconstructed to force a reduction of the bulk of some advertisements.

This is an article about tabloids and other newspapers which does not say that big papers are dull or tabloids immodest. Let's not say it. We all of us are prone to say: "I'm against censorship but there are two or three little things I'd like to regulate." It is a matter of style, that is, of taste. The big papers don't have to be any duller than they want; the tabloids don't have to be any more immodest than they want.

You will find tabloid stuff in the big papers; the *New York Times* headlines are often complete summaries of the stories under them. You will find big paper stuff in the tabloids; when real news breaks, like the China story, there is room for it in the tabloids.

As for crime and sensational news, whether in tabloid or in big paper, it is going to have all the space it needs. The Hall case, the Snyder case, the Browning case were not stinted by big papers or tabloids.

Attached to the Third Alabama Regiment of the Confederate States Army during the Civil War was a chaplain who used to rebuke the soldiers when they stole chickens or a hog. But when he got hungry, he would say solemnly,

"No, boys, I won't eat any of the stolen pig—but I'll take a little of the gravy."

Notably in the Browning story the gravy was almost as thick as the stolen pig—or gander. One of the big papers went the gravy route so strong as to call Peaches Mrs. Browning in the headlines; but, generally speaking, gravy was —GRAVY.

Style, taste; you can depend upon them to determine the issue. Not 500 words. Not 36-point type. Style, taste, will keep out bad stuff.

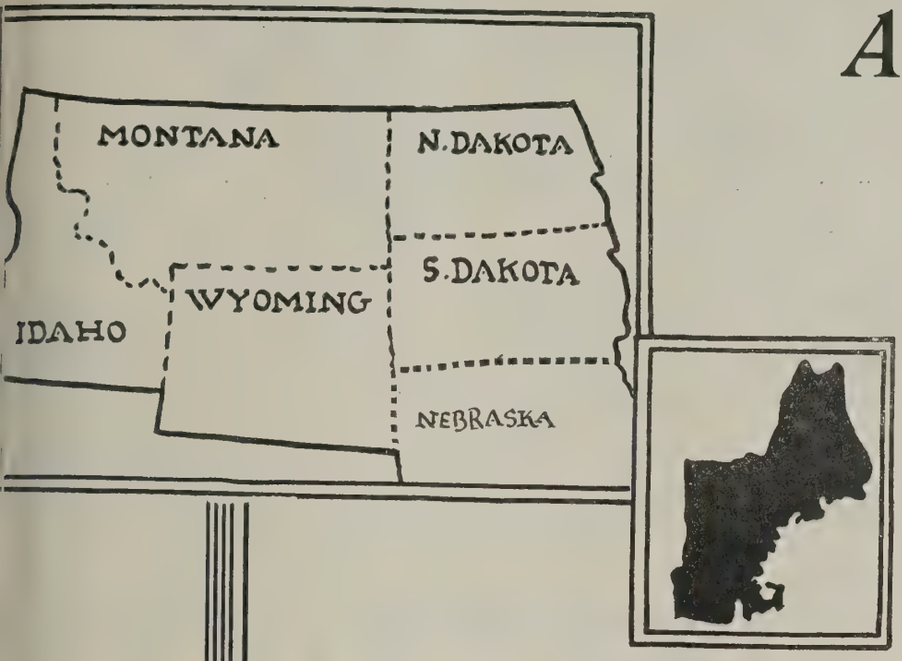
Big papers that are dull find it out in their circulation books, their advertising books.

Tabloids that lack style, in its true sense, find it out in their circulation books, their advertising books. They learn that the cry of "Woof! Woof!" loses its force.

(a) A fact: See Homicide Bureau records.
(b) A fact: See Highway Commission statistics.

COMPARATIVE NEW ENGLAND

As Your Market —



1—AREA

Look at these two maps, the six New England States and the six Northwestern States. Compare their areas. Suppose you desire to send a salesman to cover the Northwestern market. How long would it take him and how much would it cost you? One salesman can cover the New England States and see more people in one week than 2 salesmen can in the six Northwestern States in a month. Furthermore, in the New England States there are more cities of 100,000 population from New York to Boston than you will find in the whole Northwestern territory.

Which then is your logical market —this compact territory that can be covered quickly and economically, or the great Northwestern area that takes time and money to cover and where the results would only be limited.

If you have a consumable or usable product your first market is the New England States. Here you will find an ideal territory for quick and economical distribution.

If you want to know more about this territory ask these newspapers listed below. They will help you.

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
dgeport Post-Telegram (E&M)	44,370	.15	.15
dgeport Post .....(S)	23,171	.10	.10
rtford Courant .....(M)	36,683	.09	.09
rtford Courant .....(S)	57,795	.13	.13
rtford Times .....(E)	56,077	.13	.13
ddletown Press .....(E)	8,560	.05	.03
w Haven Register..(E&S)	48,507	.145	.135
w London Day.....(E)	12,293	.06	.045
rwich Bulletin .....(M)	12,842	.07	.05
walk Hour .....(E)	6,429	.04	.04
th Norwalk Sentinel..(E)	5,320	.04	.03
nford Advocate .....(E)	10,619	.05	.04
terbury Republican-American (M&E)	25,234	.08	.08
erbury Republican ...(S)	28,180	.08	.08

MAINE—Population, 768,014

land Press-Herald Express, in & Telegram....(M&E)	59,356	.20	.16

NEW HAMPSHIRE—Population, 443,683

ord Monitor-Patriot..(E)	5,773	.0375	.025
ne Sentinel .....(E)	3,980	.036	.023
chester Union Leader (M&E)	32,585	.15	.12

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
*Attleboro Sun .....(E)	5,497	.03	.03
††Boston Globe .....(M&E)	286,361	.50	.50
††Boston Globe .....(S)	333,452	.55	.55
††Boston Transcript .....(E)	38,245	.20	.20
**Boston Post .....(M)	394,851	.60	.60
**Boston Post .....(S)	350,627	.55	.55
**Fitchburg Sentinel .....(E)	12,069	.06	.045
*Haverhill Gazette .....(E)	16,061	.065	.05
**Lynn Item .....(E)	17,004	.065	.05
††Lowell Courier-Citizen and Evening Leader.....(M&E)	20,621	.07	.07
*New Bedford Standard Mercury .....(M&E)	32,787	.10	.10
*New Bedford Sunday Standard (S)	28,056	.10	.10
**North Adams Transcript.(E)	10,427	.05	.04
**Pittsfield Eagle .....(E)	18,264	.05	.05
**Salem News .....(E)	21,495	.09	.07
**Taunton Gazette .....(E)	9,414	.045	.035
**Worcester Telegram-Gazette (M&E)	99,207	.28	.25
**Worcester Sunday Telegram (S)	52,740	.21	.18

RHODE ISLAND—Population, 604,397

	Circulation	2,500 lines	10,000 lines
††Newport Daily News....(E)	6,249	.0336	.0293
**Pawtucket Times .....(E)	28,188	.08	.08
**Providence Bulletin .....(E)	71,443	.20	(B).27
**Providence Journal .....(M)	38,599	.12	(B).27
**Providence Journal .....(S)	74,009	.20	.20
*Providence News .....(E)	28,189	.08	.08
*Providence Tribune .... (E)	21,808	.10	.09
**Westerly Sun .....(E&S)	5,273	.03	.03
**Woonsocket Call .....(E)	14,880	.05	.05

VERMONT—Population, 352,428

**Barre Times .....(E)	7,282	.03	.025
††Brattleboro Reformer ...(E)	3,520	.035	.02
**Burlington Free Press...(M)	14,265	.05	.05
**Rutland Herald .....(M)	11,816	.05	.05
††St. Johnsbury Caledonian-Record .....(E)	4,061	.03	.02

* A. B. C. Publisher's Statement, Oct. 1, 1926.
** A. B. C. Publisher's Statement, March 31, 1927.
† Government Statement, Oct. 1, 1926.
†† Government Statement, March 31, 1927.
(B) Combination rate Daily Journal and Eve. Bulletin.

PROMINENT SPEAKERS ON MISSOURI PROGRAM

Bell, Capper, Rose, Becker, Bickel, Wallace, Among Those Who Will Discuss Present Day Journalism Problems

Distinguished leaders in many phases of journalism, authors, statesmen, diplomats, and business men are on the program of the eighteenth annual Journalism Week at the School of Journalism of the University of Missouri.

The program, as announced by Dean Walter Williams, includes Monday, Tuesday, Wednesday, Thursday and Friday, May 9, 10, 11, 12 and 13.

A partial list of the speakers indicates the character of the program.

The Honorable Vincent Massey, first Minister from the Dominion of Canada to the United States, will speak on "The Press in International Affairs." It will be his first visit to the Middle West.

Among other speakers are: Arthur Capper, United States Senator from Kansas, and noted publisher; Theodore Christianson, Governor of Minnesota; Sam A. Baker, Governor of Missouri; Fannie Hurst (Mrs. Jacques S. Danielson), author, New York City.

D. R. Fitzpatrick, cartoonist, *St. Louis Post-Dispatch;* John H. Millar, president, Associated Editors, Inc., Chicago; J. C. Penney, chairman of the board of directors of the Penney stores, New York; Mrs. Genevieve Forbes Herrick, reporter, *Chicago Tribune;* Marc A. Rose, general manager, International News Service, New York; Robert W. Jones, associate professor of Journalism, University of Washington, Seattle.

N. D. Becker, president, Intertype Corporation, New York; Tom Wallace, chief of the editorial staff, *Louisville* (Ky.) *Times;* Ralph H. Turner, news manager, United News, New York; O. C. Harn, managing director, Audit Bureau of Circulations, Chicago; Karl A. Bickel, president, United Press Associations, New York; John E. Allen, editor, *The Linotype News,* New York; Elmo Scott Watson, editor, Publishers' Auxiliary, Chicago; Lawrence W. Murphy, assistant professor of Journalism, University of Illinois, Urbana.

C. E. Watkins, editor, *Chillicothe* (Mo.) *Constitution;* J. L. Ritzenthaler, editor, *Salisbury* (Mo.) *Press-Spectator;* P. T. Grimes, editor, *Boonville* (Mo.) *Central Missourian;* Don D. Patterson, advertising department, Curtis Publishing Company, Chicago; Marvin H. Crawford, editor, *California* (Mo.) *Democrat;* Mrs. Sidney Robert Stanard, feature writer, St. Louis.

Frank W. Taylor, Jr., managing editor, *St. Louis Star;* Casper S. Yost, editor, editorial page, *St. Louis Globe-Democrat;* Gus M. Oehm, agricultural editor, University of Arkansas; Guy Forshey, feature writer, *St. Louis Post-Dispatch;* Col. John H. Carroll, lawyer, Washington, D. C.; John F. D. Aué, president, Iowa Associated Dailies, Burlington, Ia.; James Todd, president, Missouri Associated Dailies, Maryville, Mo.; Mrs. Carrie Rogers Clark, *Trenton* (Mo.) *Republican-Tribune;* J. Breckenridge Ellis, president, Missouri Writers' Guild, Plattsburg, Mo.

C. L. Hobart, president, Missouri Press Association, Holden, Mo.; J. S. Hubbard, executive secretary, Missouri Press Association, Columbia, Mo.; Herbert W. Walker, editor, NEA Service, Inc., Cleveland; Col. Charles L. Woods, editor, *Rolla* (Mo.) *Herald;* B. E. Woolsey, editor, *Ash Grove* (Mo.) *Commonwealth;* Mrs. Alice Moss Ferris, *Laddonia* (Mo.) *Herald.*

Which Department of Your Newspaper Needs Strengthening?

☐—Financial
☐—Management
☐—Production
☐—Editorial
☐—Advertising
☐—Circulation

Consult us in confidence.

PUBLISHERS' COUNSELLORS

55 W. 42d Street
New York

FUND FOR MORNING PAPERS

Twenty-three States Represented at Meeting on Ad Campaign

An appropriation will be raised shortly to continue the advertising campaign which has been conducted for some time by the Morning Newspaper Publishers Association, it was announced this week following the annual meeting held at the Waldorf.

Twenty-three states were represented among the delegates attending. A. Schaefer, *Fort Wayne* (Ind.) *Journal-Gazette,* was re-elected president. Other officers re-elected were E. J. Treffinger, *Richmond* (Ind.) *Item,* secretary-treasurer and W. J. McConnell, *Springfield* (Ill.) *State Journal,* vice-president.

ADVERTISERS DINED BY "100,000 GROUP"

President Strong and L. M. Barton Describe for Space-Buyers Their Methods in Big City Market Survey

How the "100,000 Group of Newspapers" was organized and what it is doing to serve advertisers was told this week Thursday at a luncheon given to prominent advertising agency executives and national advertisers in the roof garden restaurant of the Waldorf-Astoria.

Walter A. Strong, publisher of the *Chicago Daily News,* and president of the group was the opening speaker. He reviewed the book published by the group which furnishes advertisers with a wealth of statistical information on the markets of 93 cities with populations of 100,000 or over, and the circulations of the leading newspapers in those cities. Mr. Strong was introduced by Louis Wiley, business manager of the *New York Times.*

Mr. Strong read imposing figures from the book, showing the aggregate circulations of the 93 newspapers, and the rate for agate line. He also spoke briefly of the other information included in th book.

L. M. Barton, also of the Chicag Daily News, who is secretary and treas urer of the group, went into more de tail. Photostatic enlargements of speci men pages from the book were range along one wall of the room, and th speaker explained how the informatio collected could be used by advertisers.

Mr. Barton told those attending tha it had cost the group more than $150, 000 to obtain the material publishe therein.

"We do not consider ourselves a authorities," Mr. Barton declared. "Non of the material in the book was gathere by the newspapers co-operating in it publication. Outside authorities wer consulted in every case."

Government census figures are used and the director of the census performe special work for the group, collecting new population statistics that were not avail able before. A special business censu was obtained from other sources, and according to Mr. Barton, no expense wa spared in connection with the book.

Mr. Strong in his address said the ide of the group originated three years ago when the leaders realized that news papers were failing to recognize it wa to their mutual interest to sell adver tising as a group.

Just Published

THE SWORD-ARM OF BUSINESS

By

THEODORE F. MacMANUS

(of Detroit)

"Give me a pencil and a writing pad, and I can make a business . . . . "

DURING the past twenty years the art of advertising has grown to a stature of dominance in American and world commerce.

Various schools of advertising have arisen—some have succeeded—some have failed.

But there is one method—subtle, persistent, which, amid the tumult of trade, has been noiselessly and insistently effective, carving out success with clear sword-blade strokes for the products to which it has been applied.

The master of that method is Theodore F. MacManus, of Detroit. His record as an advertising counsel is unsurpassed. His triumphs are household words, although up to this time the public may not have been aware of the man or the method that put those words in their households. In this book Mr. MacManus for the first time gives general publication to the story of his outstanding advertising achievements and to the unfailing method that is the secret of his success.

The Sword-Arm of Business ready today, Thursday, (too late for general distribution). Publication date advanced in deference to The Associated Press and American Newspaper Publishers Convention. Your Bookstore will have it, will get it, or the Publishers will deliver to any address in the world. Phone CALedonia 5115.

Price, $2.50 net and Postpaid. At Bookstores or

The Devin-Adair Company, Publishers, 23 and 25 East 26th Street, N. Y.



The Charles Partlowe Company and Partlowe Plan Campaigns hold every known record for

CIRCULATION-BUILDING

population of fields considered + + + +

Year after year, Partlowe results are almost unbelievable to publishers not familiar with Partlowe service +

And yet—as soon as every Partlowe Plan Campaign is completed, the actual, accurate results are sworn to in an *affidavit* by the publisher himself + + +

No misrepresentations, no claims, no fictitious statements of business secured—*affidavits*.

These affidavits prove conclusively that Partlowe Plan Campaigns are literally and genuinely breaking all records in the securing of *quick*, *permanent*, *paid-in-advance*, *new* circulation + + + + + + + + + +

Contracts for Partlowe Plan Campaigns are being filled as rapidly as possible in the order in which they are booked. To insure Partlowe service soon, it will be advisable to book your field NOW.

WRITE OR WIRE FOR TERMS, OPEN DATES, ETC.

The Charles Partlowe Co.

Sixth Floor, Occidental Bldg.

"Clean Circulation Campaigns"

Indianapolis, Indiana,

Note:—The Charles Partlowe Company is the *only* circulation-building organization in Newspaperdom to be honored by a membership in the Better Business Bureau!!

SPACE BUYERS "WRITE ME A LETTER" REQUEST IS OFTEN JUSTIFIED

Salesmen Should Be Prepared When Asked to Submit Written Data—Practice Eliminates Useless Conversation, Says Writer

By A. J. SLOMANSON

IS the average space-buyer sincere when he asks the space salesman to "write me a letter about it," or is it merely an excuse to cut the conversation short? In most cases it is the latter. However, an analysis will show that there are many reasons why the space-buyer should have all the facts about a newspaper in writing, and also reasons why newspaper salesmen feel that they should not be burdened with such copious correspondence.

The reasons why space-buyers should have written data are many. First, they cannot remember all facts about a newspaper since two or three salesmen in the same city may be competing for the business. The space-buyer could never remember linage comparisons, therefore this information would have to be in writing. An analysis of editorial content could never be remembered by the space-buyer, especially when he has so many papers of other cities to study, and this information would have to be in writing in order to have the paper in question given every consideration.

The most important reason why typewritten presentations are in demand is because the space-buyers are not always the deciding factors in buying space. In most cases the advertiser, account executive, or agency head must be sold on the merits of the newspaper, and the space-buyer, who could not memorize all the facts so as to verbally explain them to the beforementioned persons, gives his reasons for the selection in writing. He must show them accurate figures and comparisons, therefore must have the information in writing in order to do so.

Another reason written data is wanted concerns the space-buyer's time. At least a dozen salesmen have to be interviewed each day, and since there are schedules to compile, correspondence to answer, and a raft of other routine work to handle, his time is naturally limited.

Too many salesmen approach the space-buyer with the idea in mind that they are the only ones to be interviewed that day and do not know how to limit their solicitation to a reasonable time. This is when the space-buyer usually becomes impatient and asks for the facts in writing. The salesmen think that the space-buyer and they are a homogeneous pair, and no one else counts. They are like "We and They" in Kipling's poem:

All good people agree,
And all good people say,
All nice people, like us, are we,
And every one else is they.

They like their friends for tea,
We like our friends to stay,
And, after all that, They look upon us
As an utterly ignorant they.

There are many reasons, too, why salesmen are reluctant to write the facts instead of telling them verbally. They think that it is an easy way of getting rid of them, and not wanting to lose the business, hesitate to jeopardize their personal relations with the space-buyer by persisting in wanting to talk with him. They feel that it robs them of an opportunity to use their best judgment in presenting their solicitation in a way that may provoke objections on the part of the space-buyer during a brief conversation, and which objections might be presented in the true light when the salesmen know what prejudice the space-buyer has in mind.

It is a difficult matter for the space-buyer to tell a salesman that his paper cannot be considered on a certain campaign, yet in lieu of making this salesman write a copious letter that would not be read is a gross unfairness. The space-buyer should in cases like this have the courage of his convictions by insisting that he is not interested in the publication and give his reasons.

This is a problem that should be weighed in every space salesman's mind as it represents an important part in his constant solicitations. One panacea would be to carry duplicate copies of facts about his paper in his sales manual, and whenever the space buyer mentioned the inevitable "write me a letter about it," he could reply, "What do you want to know, I have it with me now," and this could lead into the midst of the conversation and prevent loss of time on the salesman's part by waiting until he made his other calls and returned to the office too exhausted to do any constructive letter writing to the space buyer, thus putting it off, as is frequently done.

These duplicate copies could contain the following information:

Detailed advertising linage comparisons.

Figurative comparisons of editorial content according to columns of his and competitive papers in the same city, in order that the space-buyer could judge the character of circulations without having to look through all the newspapers.

Facts about the market, showing number of retailers, industrial analysis of population, and dealer surveys, etc.

With such information on hand the space-salesman could readily put a stop to the most vexing statement made by the space-buyers, and instead of being told to write a letter, they are fortified with such ammunition that compels the space-buyer to listen to the salesman's story, or if too busy, makes a definite appointment to hear it at another set time. Such data on hand lends inspiration and force to a salesman, and if he represents the better paper, or feels confident that his paper should be given serious consideration by the space-buyer, then he is armored to fight for the business. Every space-buyer admires a fighter, providing the salesman is courteous, patient and tactful in his attempt to get the business.

PARK NAMED FOR REPORTER

William T. DeWolfe of Toledo Blade Honored for Civic Improvement Work

Welfare Director Sylvanus P. Jermain of Toledo, known as "the father of free municipal golf in America," has named a city triangle which adjoins the new *Toledo Blade* building and the *Toledo Times* building, "DeWolfe Place," in honor of a newspaper reporter, William T. DeWolfe, a member of the Toledo Blade staff.

Twenty-six years ago DeWolfe was assigned to the city hall beat by the editor of the *Toledo Bee*. Jermain was a member of the park board, and the development of Toledo's park and boulevard system had just begun. DeWolfe's interest in the city welfare, begun in 1901, has been continuous since. He is now city hall reporter for the Blade.

Both Jermain and DeWolfe have worked for the upbuilding of the park system through the years and the welfare director, now in his first paying city job, has named the triangle in the reporter's honor, as a token of appreciation.

"I wish it were a hundred acres," Jermain says. "I believe in the sentiment expressed in 'flowers for the living.' There are other newspaper men in Toledo who are deserving of similar recognition. It is my intention that they shall have it, if I live."

The plot, which runs for a block alongside the new Blade structure, has been planted with trees and shrubbery in keeping with its location.

The People's Paper
NAL EDITION
FORTY-FOUR PAGES

Youngstown Vindicator

The Vindicator is the Only Paper in Youngstown Receiving the Dispatches of the Associated Press

THE WEATHER
Ohio weather forecast: In cloudiness and warmer tonight day, showers and warmer; colde day night.

XXVIII. NO. 203. YOUNGSTOWN, OHIO, FRIDAY, MARCH 25, 1927 PRICE THREE

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LINOTYPE IONIC No. 5

GREATER LEGIBILITY—GREATER WORD COUNT
USED BY OVER 150 NEWSPAPERS
STEREOTYPES PERFECTLY

TRADE LINOTYPE MARK

Mergenthaler Linotype Company
BROOKLYN, NEW YORK
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Representatives in the Principal Cities of the World

Linotyped in Cloister and Narciss except hand set title line

Clashes with European soldiers, rioting, looting, and slaughter marked the fall of Shanghai, principal port of China, into the hands of Cantonese troops. While the Cantonese troops were for the most part poorly clad and equipped, there were many of the type shown in the upper photograph. Men of all ages were in the ranks, including such boys as the young color bearer shown at the left. The lower photograph shows a barricade thrown up before

Among them was a Miss Moffatt, who had [illegible] through the body, (Anna E. Moffat, of Fort Sheri among the workers at the Nanking station of the missionary workers).

The decision to postpone the drastic action dec

EDITOR & PUBLISHER

RATE CARD IN EFFECT MAY 1, 1927

1. GENERAL ADVERTISING

a. b. c.

Transient rate 75c per agate line (minimum 14 lines—1 in.).	Agate Lines	Single Insertion	6 insertions within year per insertion	12 insertions within year per insertion	26 insertions within year per insertion	52 insertions within year per insertion
Full page	672	$250.00	$225.00	$200.00	$190.00	$168.00
Half page	336	140.00	120.00	110.00	100.00	95.00
Quarter page	168	75.00	70.00*	65.00*	60.00*	55.00
Eighth page	84	50.00	45.00*	40.00*	33.00*	30.00
Sixteenth page	42	30.00	25.00*	20.00*	17.00*	16.00

All 52 consecutive-insertion contracts (see last column above) are based on consecutive insertions within the year. Extra space is charged at the 52-insertion rate but contract is credited for one insertion only.

Half pages and full pages on 6, 12 and 26-time contracts may be used at the option of the advertiser within the twelve-month period. *Quarter, eighth and sixteenth pages must be on definite copy schedule.

Contract advertisers are accorded the privilege of same insertion rate for larger space. For example: an advertiser under contract for twenty-six (26) quarter-pages at $60 per insertion is accorded the privilege of half page at $100 and full page at $190, but such advertisement is to be credited on contract as but one insertion of contract space.

d. PREFERRED POSITIONS—On application.

e. Minimum size of advertisements, 14 agate lines on one column. All advertisements must be at least as many inches deep as they are columns wide.

f. All rebates earned by advertisers using more than contracted space within life of contract, are paid in advertising space to be used within one month after expiration of contract.
No contracts are accepted for a period of more than 12 months.
No contract will be pre-dated and no rebate will be allowed on transient advertising used prior to singing of contract.

g. Advertisers may discontinue contracts upon written notice of fifteen days and payment shall be made for space used at rate earned by number of insertions covering said space.

h. The rates on this card are subject to change without notice. THE EDITOR & PUBLISHER COMPANY reserves the right to refuse any advertisements and to cancel advertising contracts for reasons satisfactory to the management.

i. All rates quoted on this card apply to advertising in main section of regular editions only. Rates for advertising in any supplements or special editions will be at publishers' option. Whenever regular card rates are allowed for advertising in a supplement contract advertisers can transfer their space from main section to supplement section **only through special arrangement with EDITOR & PUBLISHER.**

2. CLASSIFICATIONS

a. All rates and terms on first page of this card apply to all classes of display advertising.

b. Classified Advertising: Situations Wanted, 1 time—.40 per line; 2 times—.35 per line; 3 times—.30 per line. All other classifications, 1 time—.60 per line; 4 times—.55 per line.

c. All advertisements inserted on a strictly cash basis, except on orders from contract advertisers.

d. Special rates quoted for 13, 26 and 52 insertions.

e. White space charged at same rate per line per insertion as earned by frequency of insertion.

3. READING NOTICES—(None)

4. COMMISSIONS AND CASH DISCOUNT

a. Agency Commission—15%.

b. Two (2) per cent. cash discount allowed on current advertising bills paid on or before the tenth (10th), provided all previous bills are paid.

c. All accounts payable net 30 days and subject to sight draft immediately thereafter.

5. MECHANICAL REQUIREMENTS

a. Column width, 13 ems. **b.** Column depth, 168 lines. **c.** Columns to page, 4. **d.** Size of type page 9 x 12 in.

e. Center spread 12 inches deep x 19 inches wide. Half pages either 12 in. x 2 col., 6 in. x 4 col. or 8 in. x 3 col. Quarter pages 12 in. x 1 col. or 6 in. x 2 col.

f. Forms close Thursday, week of issue. Advertisements must be in office by Wednesday P. M. for current week's issue. Corrections on advertisements may be made up to Thursday noon.

g. All cuts should accompany copy. **h.** Half-tones should be 120 screen. Can use originals, electros or mats.

i. Engravings, electrotypes, etc., are made at the expense of the advertiser and are not subject to cash discount. Advertising copy will be prepared by the service department of EDITOR & PUBLISHER at an additional charge of 10%. EDITOR & PUBLISHER will not be responsible for errors in advertisements, due to failure to return proof in time to make corrections.
Failure to furnish new copy on definite insertion contracts will compel use of previous advertisement.

6. CIRCULATION

a. Member of A. B. C.

b. Publishing date—Saturday of each week.

c. Subscription Rates—Domestic, $4,00; Canada, $4.50; Foreign, $5.00.

d. Devoted to Journalism and Advertising—**"The Newspaper Advocate."**—Specializing in the "Spot News" of the publishing and advertising business.

e. Circulates among Newspaper Executives, National Advertisers and Executives controlling accounts in the Advertising Agencies, throughout the country.

f. A. B. C. Publisher's Statement: Period Ending Dec. 31, 1926—8015.

J. W. BROWN, Publisher. **Branch Offices:** *C. B. GROOMES, Advertising Director.*
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Bldg. Paris: G. Langelaan, 34, rue Thiers, Boulogne-sur-Seine (Seine).
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London, England: The Advertising World, 14 King Street, Covent Garden W. C. 2. Tokyo: Ralph Nicholson, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Ave., Lawrence Park.

NEWSPAPER MAKERS AT WORK

By ROBERT S. WAITE



Seymour Ransom

SEYMOUR RANSOM, associate editor of the *Beaumont* (Tex.) *Journal*, on April 7 joined the *Birmingham News* as associate editor, succeeding the late Garrard Harris.

Mr. Ransom has had a long and varied experience in newspaper work, dating back to the late nineties, when he served his apprenticeship on the old *New York Herald*.

He was educated at Amherst College, where he received his bachelor's degree in 1892 and his master's degree three years later. He was a senior at Amherst when President Coolidge and Dwight W. Morrow, of the firm of Morgan, were freshmen. Mr. Ransom entered newspaper work at the suggestion of Dr. Talcott Williams of the old *Philadelphia Press* and the late Herbert L. Bridgeman of the *Brooklyn Standard-Union*.

After working in New York on the Herald and on the *Times*, Ransom went to Philadelphia to the *Record* when "Ted" Wright was editor and William M. Singerly was publisher.

In 1900 he became a member of the old *New Orleans Times-Democrat* staff where he soon advanced to leading editorial writer. In 1904 he returned to Philadelphia as literary editor of the *Philadelphia Public Ledger* with L. Clarke Davis as his chief. One year later he became associated with Ed Barrett, publisher of the *Birmingham Age-Herald*. When his health failed in 1906, he went west with incipient tuberculosis.

As R. M. Johnston's political "eyes-and-ears" on the old *Houston Post*, now the *Post-Dispatch*, he came to know public men in Texas intimately. In 1907, when things began to look squally for President Diaz in Mexico, Mr. Ransom went into Mexico, first under "Joe" Robertson of the *Monterey News* and later —his objective—as "eyes-and-ears" man for Paul Hudson and Frederick Guernsey of the *Mexican Herald*. In 1907, he wrote a confidential report predicting the certainty of the Mexican revolution that broke out under Francisco Madero in 1911. For three years, he "loafed in the sun" in New Mexico and Arizona, until the doctors told him he had only six weeks to live. "Packing up his troubles in an old kit bag," he made for Denver where the air above timber-line brought him back to health. Then he went back to Mexico—in the revolution as war correspondent for the *Los Angeles Times* and the *New York World*. Of all newspaper publishers, he says, the late Harrison Gray Otis of the Los Angeles Times was excelled by none in knowing exactly what he wanted and in going after it in forthright fashion.

On the border, Mr. Ransom was the confidential agent of General Hugh L. Scott, chief of staff, and the trusted friend of General Funston, Pershing and George Bell, Junior. When the war broke out, he was recommended by General Scott for work in Mexico, but as his alignment with the Villa faction in the revolution made him "persona non grata" to Carranza, he was despatched to South America under a commission from the Department of State. Once more he engaged in his old "eyes-and-ears" work, this time being delegated to watch the enemy, and particularly the plan to form a Latin-American alliance in favor of Germany.

His work acquainted him with Brazil, Uruguay, Argentina, Peru and Panama. Returning home, he went to Texas in the hope of "looking once more over the fence into his life-time El Dorado, Mexico." His uncle, the late General Matt W. Ransom of North Carolina, had been Minister to Mexico in the second Cleveland administration. Archie Butt, one of Mr. Ransom's friends, began his career as secretary to the American legation when General Ransom was minister.

In May, 1921, Mr. Ransom became associate editor of the *Louisville Courier-Journal* under Judge Robert W. Bingham as publisher and Harrison Robertson as chief of editorial staff. For five years there his work on national and international politics attracted attention, particularly his articles respecting Mexico and Latin America. Late in 1926, he returned to Birmingham as associate editor of the Age-Herald under the Thompson management, but retired three months later. Returning to Texas, he renewed his association with Governor Hobby, now owner of the *Beaumont Enterprise* and *Beaumont Journal* and president of the Houston Post-Dispatch, who had been his managing editor on the old Houston Post under the R. M. Johnson regime.

EIGHT REASONS FOR UTILITY ADVERTISING

Blanchard Presents List in Speech Before League of Advertising Women—Should Keep Public Informed

Eight reasons why a public utility company should advertise were enumerated last week by Frank Leroy Blanchard, president of the Public Utilities Advertising Association, and director of the advertising and news bureau of the Henry L. Doherty Company. He was addressing the dinner of the League of Advertising Women, New York, on April 19.

The list follows:

1. To sell the securities and the service the company is prepared to furnish.
2. To keep the stockholders or customers informed regarding its affairs and thus promote their interest in it.
3. To tell the general public about the company itself—its policies, its methods of doing business, its personnel and its plans for future development.
4. To defend itself when unjustly attacked, and especially by politicians who hope to promote their own interests.
5. To oppose state or municipal legislation that would hamper the physical operations of the company or impose financial obligations that would cripple its business.
6. To promote public good will by encouraging thrift, advocating measures to increase public safety, participating in movements to make the city a better place in which to live.
7. To present its reasons for applying to the state utility commission for permission to increase its rates or to issue bonds or other securities.
8. To set forth arguments for the renewal of its franchise.

COAST PAPERS MERGED

The *Bellflower* (Cal.) *Enterprise*, owned by James Hammond, has been sold to the owners of the *Bellflower Herald*, of which Joe Williams is editor. The two papers will be merged.

JASON ROGERS NEW GENERAL MANAGER OF KANSAS CITY JOURNAL-POST

Former New York Publisher Will Take New Post May 2—Has Written Several Books on Newspaper Publishing

EFFECTIVE May 2, Jason Rogers, of New York City, will become general manager of the *Kansas City Post* and the *Kansas City Journal*, owned by Walter S. Dickey. Announcement of Mr. Rogers' connection with the Journal-Post was made in last Sunday's issue of the paper.



JASON ROGERS

The announcement included this statement from Mr. Rogers:

"It is with great pleasure that I have decided to change my place of residence from New York to Kansas City and undertake the general management of Mr. Dickey's newspapers.

"During frequent visits to Kansas City, extending over 40 years, I have watched its growth and progress and from now on will do my utmost to help fulfill Mr. Dickey's ambition to serve the community.

"Kansas City is big enough and rich enough to be well served by two newspapers. Wholesome competition between them will be healthful and guarantee best service on the fairest basis.

"From Monday, May 2, 1927, my headquarters will be in the Journal-Post building. I shall always be willing and glad to aid every sound movement for the best interest of Kansas City and its territory.

"We shall endeavor to make the Journal, the Post and the Sunday Journal-Post take top rank among the great newspapers of the United States and in doing so we hope to merit the support of decent, law-abiding citizens."

Mr. Rogers has spent more than 40 years in all departments of newspaper making and his work has taken him into every nook and corner of the nation. For many years he was an intimate friend of the late Col. William R. Nelson, of the *Kansas City Star*, and in his books and other writings has paid frequent tribute to the genius, courage and work of the Colonel.

Born Aug. 5, 1868, in a Westchester county village, now a part of New York City, Jason Rogers at the age of 11 entered the employ of his grandfather, who owned and published the *New York Sunday Mercury*. He remained with this publication until 1894.

From 1895 to 1899, he traveled in all parts of the country, studying newspaper methods and occupying positions with the *Providence* (R. I.) *News*, the *New York Sun*, the *Chicago Inter-Ocean*, the *Chicago Journal* and other publications. In 1899 he joined the *New York Commercial Advertiser* as assistant publisher, later becoming publisher. This paper was renamed the *Globe and Commercial Advertiser* in 1904 and won recognition for its independence and dependability. In 1923 the Globe was purchased by Frank Munsey for consolidation with the *New York Sun*.

In 1921 Mr. Rogers organized the United Newspapers, composed of more than 800 dailies to stimulate interest in advertising. This organization later became an important element in the creation of the Bureau of Advertising of the American Newspaper Publishers' Association.

From 1911 to 1913 he worked out a plan of verifying newspaper circulations and helped to organize the Audit Bureau of Circulations.

In addition to his routine duties, Mr. Rogers has found time to write four books which are recognized as authoritative throughout the newspaper world. They are: Newspaper Building, Building Newspaper Advertising, Fundamentals of Newspaper Building and Newspaper Making.

In 1924 Mr. Rogers started the *Advertisers' Weekly*, a trade paper dedicated to the service of advertisers and publishers. He also has been acting as counselor for publishers of large dailies and writing additional books on newspaper and advertising business.

FILM FIRM TO DEBUNK ITS PUBLICITY

Nothing but Straight News to Emanate from Offices of United Artists Corporation, Nolan Declares

United Artists Corporation, according to Warren Nolan of its press department, has decided to stop sending out "publicity slop."

Announcement of the change was made recently in a notice sent out to newspapers, which reads as follows:

"A year's investigation among editors has just been concluded. United Artists Corporation now announces crystallization of its policy on all news stories. Twelve rules, inspired by answers to inquiries and by a recent editorial in EDITOR & PUBLISHER in which the functions of a press department were listed, center on the basic thought that each story stands on its own feet as a piece of news interesting to film audiences who comprise sections of readerships.

"United Artists' news stories, then, will be characterized by the following innovations in motion picture publicity:

"1. No superlative adjectives.

"2. No editorializing in news stories.

"3. No news occurring, no stories will be issued.

"4. No exclusives. Only Sunday feature stories will be exclusive. If an editor gets a story and telephones for verification, his confidence will not be violated.

"5. No personal publicity. Each star has a representative.

"6. No statement made without authority cited.

"7. No story released until official, with contracts actually signed.

"8. No editor is asked to run any story as a personal favor.

"9. No advertising will be withdrawn because of sincere viewpoints in criticisms.

"10. No expense account for entertainment.

"11. No editor who violates a release date will receive any news thereafter.

"12. No previews in projection rooms, without music, will be given any reviewers on United Artists Pictures."

Mr. Nolan, who informed EDITOR & PUBLISHER of the change is in charge of the publicity division of United Artists' Advertising & Publicity Division, of which Victor M. Shapiro is director. Mr. Nolan was formerly associated with the *New York Times* and the *New York Telegram*. Mr. Shapiro was on the staff of the *Detroit Journal* before he entered the motion picture industry in 1914 with the old Vitagraph Company.

ROXY HOST TO A. P. CHIEFS

Members of the board of directors and executives of the Associated Press were guests of S. L. Rothafel (Roxy) at a dinner in his apartment in the Roxy Theatre building on April 21. The guests inspected the theatre and saw the performance.



By MARLEN PEW

SOME weeks ago Hans disappeared as if the dog devil had scooped him up and tossed his hulking frame into oblivion. To lose him would be a severe blow, for he had been a faithful pal at the Buttonwoods since puppyhood, honest, humorous, well mannered and loving. It was incredible that he would not be speedily found, we thought. He was of the Harlequin variety of the Great Dane family, with a white design, almost as crazy as war-time ship camouflage, on a background of greenish brown. He was a very unusual looking animal. Probably there are not a dozen like Hans in the United States. His muzzle was huge, eyes ferociously streaked with fiery red, he wore a conspicuous collar and license tag and always kindly answered to the Dutch name he had acquired from honorable forebears. We advertised in all newspapers that circulate in our community and during the day, often far into the night, scoured the countryside for clews, inquiring of all we met on the roads. A fact that began to be interesting to the searching party was how amazingly Hans must have jumped from place to place if the eye-witness testimony of farmers, tenders of roadside gas-stations, inn-keepers and others could be believed. Perhaps one out of three persons interviewed, after carefully scanning Hans' photograph, would scratch pate and then exclaim, "Yes sir, I did see that dog around here early this morning, or late last night. Big fellow, wasn't he? Weighed 150 pounds or more? White streaks on his sides? Wore a collar and a heavy leather muzzle, just like in the picture?" With variations this was the hopeful testimony. We began to notice that the descriptions of Hans were perfect after we had exhibited his picture, but very imperfect when no picture was shown. When two or even three persons got to telling us that they had seen the dog at widely separated places at exactly the same hour we began to entertain doubts. However, it seemed mean to question people who could have no motive to deceive us, but showed only a kindly disposition to aid us to recover the pet. It was exasperating, the children thought, always to be just one leap behind.

* * *

HANS was well known and liked in our town. During the great snow storm two years ago, when the flivvers could not get through to the station, Hans and the boys had hauled the mail sacks on a sled to the post-office and that service made many friends for the Dane among the railroad men. So as the word of his loss spread the searching party grew in size and influence and all day long the telephone buzzed with valuable tips. At almost any hour of the day or night some one would report having seen the animal at some place at some specified time. Away we would dash to find another man or woman with a perfect description, if the photograph were shown. The search went on for two weeks, over sections of two counties. Then, one morning, a hunter came out of the brush on the hill, five minutes walk from the Buttonwoods, with the sad information that Hans was dead on the frozen earth up there. The remains were in such condition that the cause of the big brute's demise could not be ascertained. He had been killed, perhaps by some hunter thirsting for the blood of a defenseless animal, only a few hours after he had been missed from home. The dozens of supposedly responsible men and women who had been so sure they had seen the dog in the flesh had been mistaken. No one but his slaughterer had seen him.

YEARS ago a news tipster came to our office on Park Row and related a story about an old German doctor, living in Brooklyn, whom he had reason to suspect had played a part in a ghastly, unsolved murder. The victim was a woman, living in West Philadelphia. Her husband had come home at night and had found their little daughter's dress covered with blood, yet unhurt. The man searched the house for his wife. A red stream came from under a closet door. There the woman's body was found, the brain pierced from the ear by a long sharp instrument. The child had sat on the floor near the door all the afternoon. She was too immature to tell the story of what had happened. For several months the Philadelphia police had investigated the crime without finding a clew. Our tipster said he lived in the doctor's neighborhood and believed him to be an illegal practitioner. He had disappeared from home around the time the Philadelphia woman was killed and was still missing. He had once lived in Philadelphia and was said to have had patients there. The circumstances seemed remote, but we looked into them.

* * *

THE doctor's wife, whom he had married only a few weeks before, of middle age and wide girth, was glad to discuss him and his affairs. She was bitter, not at his loss, but at the loss of several thousand dollars in savings trusted to his custody. She knew little of the man who had seized her heart and bank account. She was looking for information. Presently she volunteered that he had a trunk upstairs which was locked. She wondered what was in it. With her kind permission the reporter applied an ice-pick where it would do the most good. There were bundles of letters, many from women scattered around the east, telling of their illness and confirming the tipster's suspicions as to the character of the doctor's trade. The correspondence indicated that the doctor had once practiced in Pittsburgh. There were several photographs of women, common types and all young. There were several vile pornographic pictures. A variety of surgical instruments, most of them broken, and many bottles of medicine completed the interesting contents of the trunk. We borrowed a snap-shot of the doctor and set out for further adventures.

* * *

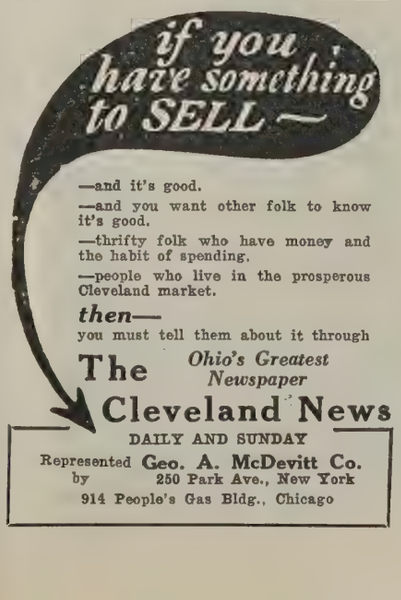
THE only persons the reporter could find in the neighborhood who could boast acquaintance with the doctor were a man and woman who ran a cigar store on the corner. When had they last seen him? Why, just as they were opening shop on a morning some months ago he had come in and bought cigars; he didn't pay and the woman had noted the purchase in an account book. Written there was the date the Philadelphia woman had been killed, plus "three Owl cigars." The woman also remembered that he had said he was going away on a short trip. The train time between New York and Philadelphia is two hours.

* * *

HASTENING to West Philadelphia the reporter went directly to the house where the woman's murdered body had been found. Across the street there was a tobacco store, where three men were engaged rolling cigars. The reporter asked them if they knew a Doctor Blank. No! Flashing the photograph the reporter asked if they had ever seen that person. All looked intently at the picture. One said, "Yes, he has been in here." The others were equally sure. How long ago? Oh, they had not seen him in months. Could they fix the time? Suddenly one of the group, in positive terms, said: "Why, he came in here the very day Mrs. Soandso was killed. It was about noon. He bought a couple of Owl cigars and was very fussy about them, wanting me to put them in paper containers so they wouldn't get broken. He showed me a cigar that had broken in his pocket. He was an ugly old man. I remember him well." The others remembered the incident, they said.

* * *

NO member of the murdered woman's family, interviewed at the house, could identify the picture or knew the doctor by name. Yes, the deceased had lived in Pittsburgh before her marriage. So far as known she had never been treated by an old German doctor there. They knew of no trouble in her life. Prior to her death she had been in good health, so far as was known. A woman in a neighboring house was interviewed. She believed she had seen the man imaged by the photograph walking on the street, but her identification was faint. The reporter then began a systematic canvass of the Philadelphia surgical instrument houses, showing the photograph to at least a dozen people. Most of these "believed" they had seen the



The Baltimore News

has the largest circulation of any evening newspaper in the entire South 137,022

Baltimore looks to THE NEWS for the news.



A paper in the suburban area of a big city:—

And yet—in all the cities in the United States of the same population, there were only six newspapers which carried more national advertising last year.

A strong newspaper and the constant selling of it, have made this record possible.

Howland and Howland

Newspaper Representatives
New York Chicago Phila.

"Fair dealing begets good feeling"

CLIP HERE

Howland and Howland
New York Office,
393 Seventh Avenue
(Equitable Life Building.
Opposite Penn. Station)

Gentlemen:

It is understood that neither of us commit ourselves in any way. We realize that you are interested in representing only a limited number of papers.

But please tell us what you think our possibilities are for more revenue from national advertising.

Name .....

Address .....



man, but none could name him. Finally, an aged and responsible manager of such a store declared he had known the person in the picture, under another name, and that he was a criminal practitioner, once in league with a Philadelphia woman who had been arrested for scandalous crimes associated with a "baby farm." The woman was then in prison. The scent seemed hot.

* * *

THE reporter learned, during his investigation, that the Philadelphia Superintendent of Police and the County Coroner were engaged in a quarrel based upon envy of official prerogatives. The Coroner had rather outshone the police in detecting criminals. This situation seemed made to order, and it was no trick to engage the interest of the Coroner in our investigation. He readily agreed to put professional detectives on the clews and give the reporter the "beat," should an arrest be made. With two very able county sleuths the reporter then worked for days on end. Two trips were made to Brooklyn. No actual trace of the doctor was found and all the evidence was hazy, but many people were located who could identify the picture as someone they had known or seen and the detectives became convinced that the doctor was a criminal practitioner who had operated in Philadelphia, was there on the day of the crime, and probably had visited the murdered woman's home. Nothing came of the "baby farm" tip. At that point the investigation stuck. Three weeks later a man walked into Philadelphia police headquarters and asked to be locked up. He confessed the murder and was seeking that mysterious surcease from sleepless worry that follows confession of awful guilt. He was not the old doctor, of course, and all who had so positively identified the doctor from the picture were mistaken. He had nothing to do with the crime. He returned to Brooklyn in due time and had only been visiting friends in Germany.

* * *

SOME 15 witnesses in the Sacco-Vanzetti case, now attracting the attention of the civilized world because of the widespread and reasonable belief that these men are innocent of the crime for which they have been doomed, testified to positive identifications of them as the murderers in the now notorious South Braintree hold-up. But the evidence is that the desperadoes who shot the shoe-factory paymaster and his assistant were so skilled at their trade that they did the shooting and got away with $15,000 in automobiles in less than a minute and a half. People who were long distances away, such as half a block, swore that these two men on trial for their lives were the men who did that shooting. How could they be so positive?

* * *

WHAT presumably responsible people, men equal to women, will daringly say when questioned for eye-witness experience, particularly when the circumstances are interesting or intrigue curiosity, is one of the strangest phases of psychology known to experienced lawyers and newspaper men. The people who identified Hans were not mere glib liars. Those who identified the German doctor had no motive to do so other than to help the person seeking information, presumably for a good cause. Witnesses who appear in courts all over the land every day and testify in positive terms to conditions which are later entirely controverted, cannot be explained away as mere irresponsible perjurers. The witnesses in the Massachusetts case may have told the truth, but conditions described by some of them seem unreasonable. One of the commonest news stories in this day concerns tragic results directly traceable to falsehoods uttered by disinterested people who seem wholly sincere, positive and public spirited. What is this mental freak?

* * *

PERHAPS it can be explained by psychological elements which we must in candor recognize lie in every one of us. First, there is a certain delight in positive assertion. We prefer to say "yes," rather than "no." This suggests knowledge, insight, percipience, qualities which flatter intelligence. To say "no" is to appear dull and inactive. A second factor is stubborn resistance to admission that we might have been mistaken when we first hastily said "yes." Thus, when a type of individual has set out upon a positive course it is well-nigh impossible to reverse the order. The third element in this phenomenon is, we think, the common human desire to gain importance in a situation which attracts the attention of others. We are actors all and love to strut. There are business men who live parts as if on the stage and do almost everything for dramatic effect. They even talk like actors. The opportunity to act does not often come to the majority of people who lead dull routine lives. The yearning for heroism is as strong as any single human desire and when nothing of value appears to be endangered by doing so, imagination is permitted to play its tricks. We hear a person saying, "Yes, I did see that man last Tuesday," though the testimony is a grave matter. The statement is sensational. It electrifies the group to which it is addressed. It is a thrill for the witness. He is jerked out of obscurity and onto a plane of influence and power. He thinks he did see that man last Tuesday. He sticks to his story and may add a few details. The die is cast.

* * *

HOW many of the world's affairs are muddled and how much torture is suffered by the innocent through this reckless human perversity we may only surmise from experiences. That the average person is an irresponsible witness, in such circumstances as are here related, most newspaper men will attest. That popular disposition to liven up dull existence with melodramatics is on the increase is no novel observation. Go anywhere, street car to court-room, and you find people putting their best talents into their acts. Children and their elders are in the play. Naturalness and candor are becoming actual rarities. The worst poseur we know is our neighbor's iceman, who trods the sidewalk with more tragedy in his step than Booth or Sothern could have summoned at their peak of power. If that iceman could be a witness in some great criminal case, like the present Snyder-Gray affair, he'd shown 'em something.

* * *

PERHAPS it is the movie spirit. Much of the acting may be reflected from newspaper stories. The radio may play a part. Certainly the very air is surcharged with substitutes for independent thought and the stuff that we have been taught makes for character. Life is a silly game to millions and out of this irresponsibility positiveness increases in equal ratio with ignorance. In the law, we assert, circumstantial evidence should be classed as no evidence. In newspaper practice news interpretations may well be salted by common sense and the spirit of investigation intensified.

JAPANESE DAILY'S NEW PLANT

The *Tokio Asahi* opened its new plant on April 9. The total value of it, including real estate is estimated at about $2,000,000. It is of reinforced concrete and steel. The Asahi is owned by the Asahi Company which also published the *Osaka Asahi*, which claims a circulation of 1,000,000 daily. Dr. H. Shimomura is editor and Dr. M. Nayeda is foreign editor.

OWNERS AND BROKERS

The owner of a newspaper should not offer it for sale. He immediately depreciates its sale value. Should he desire to sell his newspaper, he would do well to engage a qualified reliable broker, furnish him full particulars, then leave the matter with the broker.

A qualified broker should not only know values, but be a good judge of men and keep well informed relative to both. An honest broker will not recommend a publication that is without merit and not worth the price asked.

To qualify as a broker, requires years of study and experience. When a broker has qualified, he is capable of rendering very valuable service to those who desire to sell or buy a newspaper.

After successful experience of more than a quarter of a century, as owner, editor, publisher and general manager, I feel justified in offering my services, as a broker, to anyone who may desire to sell or to buy a newspaper. I have some very desirable properties to offer and have a splendid list of customers. J. B. Shale, Times Building, New York.

PLANNING ILLINOIS DAILY

The *Granite City* (Ill.) *Press-Record*, published by L. L. Lindley the last 10 years, has been purchased by Edward E. Campbell, formerly owner and editor of the *Alton* (Ill.) *Times*, and recently purchaser of the *Granite City Post*, for $100,000. He will consolidate the papers and in about a month launch them as a daily. The sale culminated litigation brought by Campbell to force the Press-Record owners to sell their paper to him under an option.

ARREST FOLLOWS EDITORIAL

The *Cuba* (N. Y.) *Patriot and Free Press*, E. E. Conrath editor, recently printed a page one editorial stating that an employe of the Wellsville bank was known to have taken large sums from the institution and that he was not being prosecuted by officials. After the editorial appeared a bookkeeper was arrested and pleaded guilty.

MR. EDITOR:
You can increase circulation with *Motion Pictures!*
Bass has shown dozens of newspapers how to use motion pictures in conjunction with local events. Pulls big!
Write today for information
about the marvelous new B. & H. Eyemo. Automatic hand-held camera for professional motion pictures. Also detailed data, cost of producing and free catalogues.
Bass Camera Co.
109 North Dearborn Street
EYEMO DIVISION CHICAGO, ILL.

FORTY MILLION DOLLARS
The building of new homes, office buildings and the enlargement of crude oil refineries in and around twenty miles of Beaumont will amount to $40,000,000.00 or even more, during 1927.
The Beaumont Trade Territory is in a prosperous condition. It is covered by
THE BEAUMONT ENTERPRISE and BEAUMONT JOURNAL
Ask Beckwith, he knows.

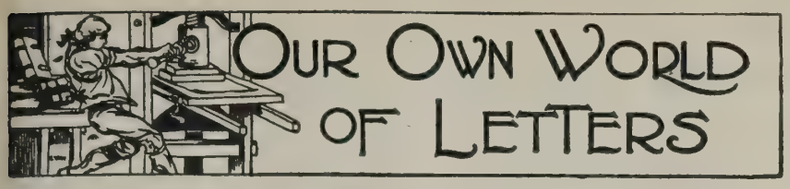
Where better Classified mediums are being built — the best publicity is helping build them
THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

Largest Circulation and Largest Volume of Advertising of any Daily west of the Missouri river
LOS ANGELES EVENING HERALD
REPRESENTATIVES
Chicago, JOHN H. LEDERER, 910 Hearst Bldg.
San Francisco, A. J. NORRIS HILL, 610 Hearst Bldg.
New York, HERBERT W. MOLONEY, 604 Times Bldg.

in Detroit—
Free Press circulation reaches 31,000 more than the total number of families owning their own homes.
The "Free Press"
"Starts the day in Detroit"
With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

GRAVURE SECTIONS PRINTED
SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK
Standard Gravure Corporation
LOUISVILLE KY

IT WILL PAY YOU TO HIRE TRAINED MEN
Ambitious young men, schooled in every branch of the newspaper or magazine field, may be secured to fill that opening on your publication by simply making your wants known to the Personnel Bureau of Sigma Delta Chi, professional journalistic fraternity.
No Charge To Employers
Avail yourself of this free service to replenish your staff whenever the occasion requires. Write or wire John G. Earhart, 836 Exchange Ave., Chicago, Ill., and he will put you in touch with the right man.



By JAMES MELVIN LEE

JOHN R. WOLF conducts in the *Milwaukee Journal* a column, "We'll Say So." Between editions he has found time to compile "Wolf's New History of Milwaukee and Year Book for 1927" (The Journal Company). It is a book of facts about Milwaukee and is published in such convenient form that it can be slipped into the vest pocket.

A section headed "Newspapers" contains valuable material about Milwaukee papers. Serious and statistical as the book is the author can't completely get away from humor, for he puts on the title page this comment about the product of his pen, "The Book That Will Make Milwaukee Famous."

* * *

THE John Day Company of New York announces for immediate publication "Five Weeks" by Jonathan French Scott. It takes up a discussion of public opinion during the five weeks between the assassination of Sarajevo and the outbreak of the World War. It will be mentioned in detail in a later issue.

* * *

EVERYONE who has studied journalism at Marquette University will read with interest "A Literary Chameleon"—"A New Estimate of Mr. H. L. Mencken"—by John D. Logan of that institution. Professor Logan in a "Dedicatory Epistle" to William Arthur Deacon, literary editor of *Saturday Night* of Toronto, Canada, has produced something that will bring a smile to the most cynical of newspaper men. The dedicatory part is expressed in these words:

> The following essay in "great writing" and "cataclytic criticism" I dedicate to you and couple your name with Mencken's, because I sincerely admire your valiant broadcasting of your "cathartic criticism" in and from the entrenched centre of indurated philistinism, sabbatrian idiocy, and diabolonian criticism in Canada—namely, Toronto.

In newspaper slang Professor Logan has Mencken's measure—as have most newspaper men. A foreword is contributed by J. L. O'Sullivan, professor of journalism at Marquette University.

* * *

A FAVORITE periodical for many members of the working press is *E. W. Howe's Monthly*—a periodical devoted to indignation and information. The current issue, dated February, has several items which should be marked. One of these is headed "Newspapers Too Interesting." In it Mr. Howe discusses the slogan of a certain newspaper—"Keep Something Going On." In his opinion too much is going on now and the more intelligent editors should realize that they are making their papers too interesting.

Another item asserts that the newspapers are so busy with alimony trials that they are overlooking important foreign news, such as the dreadful scourge of typhus in Africa.

Another story gives Howe's views about the Browning case.

The story that hits the bull's-eye is the one that carries the head of "Bold Editor." This is a story of a scrap between two editors in an Iowa town—editors who carried personal matters into their press columns.

One of the stories on the last page of the monthly tells how Cyrus H. K. Curtis of the *Philadelphia Public Ledger* and the *New York Evening Post* could not get a little help from a hospital in Maine to which a few weeks before he had given $100,000.

Mr. Howe shows no partiality in expressing his indignation. He is as critical of the magazines as he is of the newspapers.

* * *

H. I. PHILLIPS, the newspaper columnist, is representing in *The American Magazine* for May with a contribution headed "On Which Side of the Windshield Do You Do Your Cussing?"

* * *

CAN the newspaper be purified? That is the question that Theodore F. MacManus attempts to answer in *America*—a Catholic review of the week—for April 16. In this article he says, and repeats by way of emphasis, that "there is no business so sensitive and so cowardly and in some of its manifestations, so corrupt and corrupting, as the publishing business and in particular the newspaper business." He believes that all newspapers are equally guilty for "all have interpreted public taste in the lowest terms." He suggests that all the "Catholic-minded public has to do is to abstain from buying and reading the offensive publication," and gives as his reason that "loss of circulation produces immediate, almost instantaneous panic in any newspaper office." His concluding paragraph is the assertion that the newspaper's sensitive nerve is located in the circulation cash drawer.

* * *

ANOTHER favorite periodical of newspaper men is *McNaught's Monthly*. The issue for May draws heavily for its contributors upon the American press. Its leading article is from the pen of John C. Moffitt, a member of the editorial staff of the *Kansas City Star*. It was Moffitt who covered Sinclair Lewis' visit to Kansas City when that author was gathering material for his novel, "Elmer Gantry." Somewhat amusing are the comments of English periodicals about this book reprinted on the page headed "Notes on This Issue." Moffitt's article itself carries the head, "A Lion in the Daniels' Den." It tells how Sinclair Lewis moved into a Kansas City hotel suite and announced his intention of setting up a laboratory for an analysis of the ministry. Of this laboratory Moffitt speaks as follows:

> The laboratory ran full blast. There was bubbling and the issuance of steam. Eventually the investigator put on his hat and sought quiet in the Minnesota wildwood, while the conviction that they were about to become heroes glowed warm within the breasts of the guinea pigs. The clinical report was awaited with anxiety. Later the guinea pigs found it within the green jacket of "Elmer Gantry" and since then the air has been filled with squealings.

David Karsner, who writes for the *New York Herald Tribune*, contributes "The Rise and Fall of the I. W. W." Allan Nevins, an editorial writer for the *New York World*, discusses "Freemont and the Scandal of 1856." Benjamin De Casseres, who used to be a newspaper man and who still sits at the long table at the Newspaper Club in New York City has a satirical skit headed "Seeing America Worst." The department that should not be overlooked is "The Crow's Nest."

* * *

ALLEN SINCLAIR WILL, who is connected not only with the Pulitzer School of Journalism but also with the School of Journalism at Rutgers University, contributes to *The Alumni Monthly* of the latter institution an article in which he outlines the plan of instruction in the journalistic field.

Training for newspaper work, according to Professor Will, ought to produce an educated man who will perform well as a member of the social community. It ought to give instruction in those subjects which are of the greatest direct use to a newspaper man. The instruction should be so practical that the cub will not be a wide-eyed stranger in a strange land. These are the things he has sought to provide at Rutgers.

* * *

DR. EMIL DOVIFAT prints in *Deutsche Presse* an account of his visit to American newspapers and American Schools of Journalism under the head, "Von Amerikanischen Journalistenschulen."

Most of the article, however, is devoted to comments about American Schools of journalism in general and the Pulitzer School of Journalism in particular. I understand that Dr. Dovifat has in preparation a volume which will describe somewhat in detail his impressions of American newspapers.

OREGON DAILY SOLD

Dennis of Klamath Falls Herald Buys News and Controls Field

Bruce Dennis, publisher of the *Evening Herald* of Klamath Falls, Ore., has bought the *Klamath News*, morning daily, and now controls the daily newspaper field in that city.

In making the purchase Dennis formed the Inland Publishing Company which took over the stock of the Herald Publishing Company and the Klamath News Publishing Company.

The News was established in 1923. Dennis, former publisher of the *Lagrande Observer*, bought the Herald last fall from E. J. Murray.

BUILDINGS
PLANT LAYOUTS
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An organization combining newspaper production engineering with experienced architectural training.

South America's Greatest Newspaper

"Buenos Aires IS the Argentine Republic"—

"If you introduce an article in Buenos Aires it is introduced in the whole of the Argentine."

"We know that LA PRENSA has a larger circulation than all the local papers put together, and that this circulation is amongst the very best class."

(Extract from letter written by the distributor in Argentina of important American products, urging his principals to place their advertising in LA PRENSA—)

National sales and distribution in Argentina can quickly be attained by advertising in LA PRENSA.

JOSHUA B. POWERS
Exclusive Advertising Representative
250 Park Avenue New York

Largest
Newspaper
West of
Chicago

500,000
Copies
DAILY

The KANSAS CITY STAR

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World
Pulitzer Building, New York
Tribune Tower, Chicago

Buffalo, The Wonder City of America
Buffalo—a profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo Homes

EDWARD H. BUTLER
Editor and Publisher
KELLY-SMITH COMPANY
Representatives
Marbridge Bldg. Tribune Tower
New York, N. Y. Chicago, Ill.
Atlantic Bldg. Waterman Bldg.
Philadelphia Boston

Peoria
The
Try-Out City
THE PEORIA
JOURNAL
Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

FOREMAN'S SIGNAL SYSTEM SAVES PRECIOUS MINUTES IN UTAH DAILY'S PLANT

By GLEN PERRINS

"MECHANIC! Mechanic!"

It was the linotype who was calling. His machine was in trouble.

But there was so much noise about the composing room that the mechanic could not hear him.

"Mechanic! Mechanic!"

At last word passed down the line that an operator was having difficulty with his machine and the mechanic rushed to the other end of the room to find out who it was.

Many valuable minutes were lost, however, before the mechanic reached the disabled linotype machine. Sometimes, in such cases, an edition is made late, trains are missed and considerable difficulty caused.

At other times the foreman yells; "Machine number ten! Machine number ten!" (or whatever number he may wish to get the copy that has just been rushed in from the news room).

But the operator does not hear him. "Machine number ten! Machine number ten!"

Again the cry is repeated, but the noise of the other machines drown out the foreman's voice.

A few minutes later, perhaps, word passes down the line that machine number ten is wanted. Again, precious time lost! And time means everything in a newspaper office!

A boon, then, is the idea which is installed in the *Salt Lake City* (Utah) *Deseret News* plant. A system of lights has been devised and executed by June Harrow, head of the linotype department.

The lights are red and have proved most efficient. No longer do the linotype operators or the foreman yell themselves hoarse!

If a machine is out of working condition, the operator presses an electric button at the bottom of his linotype machine. Immediately a red light flashes on at the end of the composing room—with the number of the machine showing plainly in red. In addition to this, a bell rings repeatedly until the mechanic comes to fix the machine, or the operator turns off the switch on his machine.

How simple, yet how handy, and what a time saver!

Again, with the other case, when the foreman wants to let a linotype operator know that he wishes to see him.

Beside the latter's desk is a number of switches, numbered from one up to as many linotype machines as there are in the composing room. If he wants to see the operator of machine number ten, instead of shouting: "Machine number ten" he merely presses the number ten switch and a red light flashes on in front of the linotype operator and he knows he is wanted.

These two devices—the red light and bell combination idea—are the work of June Harrow.

The Deseret News has found the system very worth while, and is, indeed, proud of the light system—a boon to linotype operators.

$500,000,000 INVESTED IN RADIO

So Says Aylesworth, Who Sees Industry as Big Newspaper Space User

Belief that radio manufacturers would soon vie with automobile concerns in the purchase of paid newspaper space was expressed by M. H. Aylesworth, president of the National Broadcasting Company, New York, addressing the advertising club of the New York *Times*. He said that $500,000,000 is invested in the radio industry today.



M. H. AYLESWORTH

"There has been a fear on the part of some newspaper men that radio broadcasting might take the place of the newspaper or destroy it," Aylesworth declared. "There need be no fear of either the radio broadcaster or the newspaper as to conflict or competition.

"The National Broadcasting Company has a policy that when a client comes to us and presents the proposition of going on the air, we first discuss with him or his advertising agency whether or not that client is advertising in the newspapers or magazines. Our first question is 'Does he expect to reduce it or extend it?' Our advice always is that he should not reduce it, but, on the other hand, extend it in order that he may tie up his newspaper and magazine campaign with his sponsored radio program. We do not believe that we take the place of newspapers and magazines in advertising, but we do believe that broadcasting is an important supplement."

Classified

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS (Cash with Order)

1 Time — .60 per line
4 Times — .55 per line
13 Times — .50 per line
26 Times — .45 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Minimum Contract space, three lines. Special rates quoted for 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

ADVERTISING

General Promotion

If You Want More Local Advertising put us to work for you selling our "Worthwhile" Features. Write F. G. Hogan Syndicate, Lemcke Bldg., Indianapolis, Ind., or Kane, Pa.

Increase Your Local Linage with a weekly special page. No cost to publisher. Personal supervision. Let's show you. Interview anytime New York or within 200 miles. C-534, Editor & Publisher.

Supplies

Shading Sheets for Art work and Benday effects. Bourges Service, Inc., 144 West 32nd St., New York.

BUSINESS OPPORTUNITIES

Brokers

Any Dissatisfaction in the newspaper situation in your community should be reported to this Agency for satisfactory sclution. Confidential service to buyers and sellers. The H. F. Henrichs Agency, Litchfield, Ill.; New York Los Angeles.

Evening Papers, exclusive fields, New York, Pennsylvania, Ohio, North Carolina, North Dakota, South Dakota, Wisconsin. Morning Papers, exclusive fields, Arizona, California, Oregon, Pennsylvania, West Virginia; also some desirable weeklies. J. B. Shale, Times Building, New York.

Omar D. Gray, Sturgeon, Mo., writes: "I have $3,500,000 in newspaper property for sale in 41 states. Send for printed list. I need few more dailies and weeklies in Ohio, Wisconsin, Michigan, Oregon, Washington, California.

Trade Journal, established, in good condition, capable of expansion. Gross about $20,000. Asking price, $17,500 cash. Harris-Dibble Co., 345 Madison Avenue, New York City.

Representative Wanted

New Sunday Paper in one of the most fertile territories in New England desires a foreign representative. There are unusual prospects for growth and a circulation campaign now in progress has added in excess of one thousand the first week. The representative selected should be willing to work for the future as every indication points to a successful paper in every way. Full co-operation is assured from the local field. Address C-554, Editor & Publisher.

Service

To Out of Town Concerns. You can secure all the advantages of a New York address, including the services of established, fully furnished and equipped offices, where your interests, enquiries, callers, literature, mail, or samples will be intelligently and properly handled, for a nominal annual charge. Address (by letter only) Suite 1004, at 1841 Broadway (Columbus Circle), New York City.

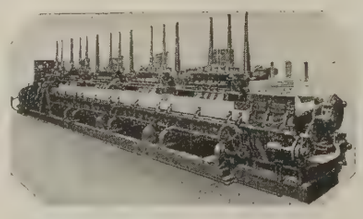
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ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON

THE MARGACH FEEDER
for
Linotype, Intertype, Monotype, Ludlow, and Elrod machines
$75.00 each
Further inquiries may be directed to the
N. Y. Times — Phila. Bulletin
Chicago Tribune — Boston Herald
or several hundred other publishers upon request.
Margach Mfg. Co., Inc.
211-215 Centre St., New York

Drive and Control for Newspaper Presses
A representative installation on a Scott Press is a 75-h.p., a-c. equipment driving a sextuple for the Lake County Times, Hammond, Ind.
GENERAL ELECTRIC

Equipment
Supplies
Services
Market them through the Classified Page
Editor & Publisher



Halvorsen Newspaper Stuffing Machines
are now being used by many of the leading newspapers from coast to coast and border border. In one plant the machine has saved one-fifth of its cost in six months. Papers can be delivered in better condition to distributors and to the readers.
After a thorough investigation you will want to invest
Write for full particulars
NONPAREIL MACHINE COMPANY
36 S. Throop Street, Chicago

FOR BETTER PRINTING
use
Herrick Inks
Cost more. Worth it.
No substitutes. Made from the best materials.
Specializing to requirements of each pressroom.
Ask the Publishers who use them.
WM. C. HERRICK INK CO., INC.
401 West 33rd Street
New York City
Factory: Rutherford, N. J.

Employment—Equipment—Services

BUSINESS OPPORTUNITIES

Newspapers for Sale

Controlling Interest in afternoon daily; now grossing about $40,000. Town of about 10,000 in border Southern state. All equipment new. C-516, Editor & Publisher.

Newspapers Wanted

Want to Buy weekly or small daily. Nothing west of Ohio. Box C-555, Editor & Publisher.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Mr. Publisher—Large, small, Daily or Weekly—let us build your circulation by experienced Circulation Builders. Carolina Contest Co., Durham, N. C.

Superior Circulation Builders—The W. S. Kendall Company, 104 North Bailey Ave., Louisville, Kentucky. The circulation-building organization that has set the standard for aggressive, successful circulation campaigns for nearly twenty years.

The World's Largest Circulation Building Organization—The only circulation-building service in Newspaperdom furnishing publishers' affidavits of the exact results of its every campaign. The Charles Partlowe Company, Occidental Building, Indianapolis.

Wire Our Pottery Direct for supplies to start dish offer. Results—Low cost. The Albright China Co., Carrollton, Ohio.

5,000 New Subscribers on New York newspaper in 7 weeks. New plan of campaign designed and operated by former publisher with publishers' interests in view. Hudson DePriest Co., 1420 Bryant Park Bldg., New York.

EDITORIAL

Syndicate Features

"Are Girls Growing Bolder is just one of the articles by Mrs. Aimee Semple McPherson in her series of daily discussions on problems confronting American Home Life today. Over fifty papers have already ordered. Immediate release. Daily releases, about 1500 words. Illustrated. Matrices or photos furnished with copy. Rush your order. Graphic Syndicate, Inc., 25 City Hall Place, New York.

Syndicate Features Wanted

Syndicated Editorial Service wanted, suitable for small daily newspaper; preferably by New York state or eastern syndicate. B-996, Editor & Publisher.

EMPLOYMENT

Help Wanted

Advertising Manager for a well established Metropolitan paper. Population 1,000,000. Must be well recommended. Good prospects for a first class man with organizing ability. Reply in strict confidence, giving full particulars. Box 362, Room 200, Times Building, New York.

Circulation Man wanted to take charge of circulation. One who is able to promote and maintain circulation. Must be familiar with carrier, mail and street promotion. Able to handle his department and get results. Thoroughly understand A. B. C. Audit. Should have such ability in his own department that the position of circulation manager will be given to him. Opportunity for a young, ambitious, adroit man who desires a future and who will have full responsibility in his department. Morning paper situated in mid-west town that offers exceptional advantage for education. Full information as to salary, references, etc., in first letter, or no consideration given application. C-528, Editor & Publisher.

Editor and Manager wanted to take charge of new weekly in large and principally Jewish community in borough of Brooklyn. Salary and interest in enterprise for right man. Describe experience and qualifications in letter. C-552, Editor & Publisher.

Editor of experience and maturity wanted in city field who can invest at least $5,000 and become part owner and editorial head of paper in good-sized Northern city. Address B-979, Editor & Publisher.

EMPLOYMENT

Help Wanted

Journeyman Pressman Wanted: On Hoe sextuple and to make plates. Day job, good surroundings, nice city. Permanent to one qualifying. Address The Evening Day, New London, Conn.

Situations Wanted

Advertising Salesman for small daily or progressive weekly. Selling against strong competition has demonstrated ability. Desires position that offers opportunity to grow with paper. Married. References. B-993, Editor & Publisher.

Advertising Man, special page and special edition experience. Have copyrighted pages that will add prestige to your paper. Interview in New York or at your paper. C-533, Editor & Publisher.

Advertising Manager, because of recent sale of paper where now employed, invites negotiations leading toward interview. Two responsible jobs in seven years. Production nearly doubled on both. A hard working executive with poise, personality and ability to produce. Age 35, family, college graduate. References from present and former employers, including men of national prominence. B-550, Editor & Publisher.

Advertising Manager, young, progressive, experienced daily or weekly, now in charge advertising two papers, desires change near future. C-556, Editor & Publisher.

Advertising Manager or Solicitor on small daily. East preferred. Can produce copy for local advertisers that results in increased linage. Young, alert, energetic. Married. Looking for permanency. B-994, Editor & Publisher.

Advertising Idea Man—Successful creating sales plans, visualizations and layouts; writes copy for trade papers, magazines and general advertising literature; open for negotiations. C-547, Editor & Publisher.

Business Manager or Assistant to Publisher—Where is the busy publisher who wishes to turn over the details of newspaper management? The writer has the necessary education and experience on the major newspaper functions to be of exceptional value. Salary moderate. A hard worker with excellent references. Go anywhere but prefer small paper. C-530, Editor & Publisher.

Circulation Manager—Have been assistant and Promotion Manager on live daily. College education. Experienced accountant. Developer of carrier, home delivery system, dealers, and streets with remarkably low cost. Desire position of Circulation Manager on Paper 8,000-20,000 anywhere. Salary moderate with opportunity for increase with results. C-529 Editor & Publisher.

Circulation Manager, now assistant, desires new connection. Age thirty-six, married, no floater. Twenty years actual experience on all branches of circulation work. Best references. C-557, Editor & Publisher.

Copy-reader, 31, experienced, desires position west or middle west daily. Will accept reporting. C-549, Editor & Publisher.

Editor with experience covering all desks, reportorial and feature work on metropolitan and small city dailies, desires change to newspaper or publicity field with future; college training; age 30, single. C-543, Editor & Publisher.

Editorship of Weekly, New England or Middle Atlantic States. Twenty years' reporting, proof-reading, editing country weekly and city dailies. State salary. C-553, Editor & Publisher.

Editorial man, splendidly qualified for desk or street; eight years' experience; aged 29, married, college man; evening paper; now a Washington correspondent. C-548, Editor & Publisher.

Editorial Writer, college graduate, ten years' experience. Specializes modern literature, politics, drama, human interest. Young, with personality and ability. Wishes permanent location. C-510, Editor & Publisher.

Former Sunday Editor wants work as special feature writer newspaper or magazine; handles camera. Samples, references. C-544, Editor & Publisher.

In Any Capacity—I am a cub. I want a job. I don't know it all and am willing to learn. 25 years old. Will go anywhere and do anything that will produce a living while I am getting a chance at a practical newspaper education. C-532, Editor & Publisher.

Managing Editor, thoroughly capable and experienced, who can give the kind of paper you want. Can handle men to get the most from them. Present time engaged as manager big paper but resigning June 1st. Married, college graduate, 32 years old, will go anywhere. Real opportunity is offered for advancement. Address C-521, Editor & Publisher.

Managing Editor—35 years old, seeks change because of impending consolidation. Willing to come for interview at my own expense. Sterling executive with record that will bear closest investigation. Would like to take burden from some ageing publisher. C-524, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Manager seeks situation. Able take direct charge all departments, increase advertising to maximum, develop circulation to limit, operate plant economically, handle business details systematically, furnish owner with daily and monthly reports, write editorials, handle newsroom and produce Metropolitan paper. Prefer paper not on satisfactory paying basis. Can build business without adding expense and reduce costs without injury to paper. Can always make satisfactory net for owner. In former situation reduced payroll from $4,000 weekly to $2,300 and from 167 persons to 73; changed paper which was losing $60,000 annually to a profitable investment in less than a year. High grade man, hard worker, able to successfully cope with keen competition and put paper on profitable basis regardless of difficulties. References cover many years' successful work and will stand close investigation. Have been employed on large and small papers. Address B-881, Editor & Publisher.

Managing Editor small city, wants desk or street work in bigger city. B-998, Editor & Publisher.

Managing Editor, thoroughly trained executive, 42, now on one of largest newspapers in New York City, for family reasons offers services to evening daily in smaller city. B-995, Editor & Publisher.

Managing Editor for morning, Democratic or politically independent paper; organization builder; competent executive. Requires free hand for impartial crusading in the public interest. C-558, Editor & Publisher.

Mechanical Superintendent—Press Room Superintendent—Several years' experience in all forms of newspaper press work; knowledge of stereotyping, a working knowledge of other departments. Am 30 years old, a Mechanical Engineer by training and a university graduate. Member of Web Pressman Union. Have the experience, training and ability to render and can guarantee any publisher efficient and satisfactory service in either position. C-500, Editor & Publisher.

Newspaper Man, thoroughly trained, wants chance to travel. United States preferred. Press agent, promotion or special feature stories. Experienced in camera work. Married, references. B-978, Editor & Publisher.

Real Reporter—Not a novice, but seasoned man, experienced on politics, sports and general assignment. Wouldn't have desk job. Know news and can write it. Married, college graduate, nine years' experience, will go anywhere. Free May 20. Write C-520, Editor & Publisher.

Research Man, experienced, 34, college trained, plus ten years' practical experience, desires new connection. Business forecasting, making economic and industrial surveys a specialty. Also financial writing, industrial booklets, articles for magazines and newspaper and preparing merchandising surveys for national advertisers, establishing sales standing and percentage of distribution of their competitive products. C-551, Editor & Publisher.

Reporter, 24, three years' varied experience, wants job. C-514, Editor & Publisher.

MECHANICAL

Equipment for Sale

Complete Printing Plant, suitable for daily paper, available at once on account of suspension of publication of New York Commercial. Address Journal of Commerce, 32 Broadway, New York City, for full particulars.

Duplex 24-page Tubular Press, with full stereotype equipment, for sale. Will be available in late summer. Now in use by publication moving into new building with new plant. For full information, address Journal of Commerce, 32 Broadway, New York.

Get That Job!

A small amount of cash, intelligent statement of ability and a little persistency will put you in touch with the opportunity your experience has fitted you to accept.

Classified Department

Editor & Publisher

MECHANICAL

Equipment for Sale

Miehle No. 1, Duplex 10-page, Goss Comet, Duplex Angle-bar, and Stereotype Presses from 16 pages to Octuple capacity. A complete line of general equipment for weekly and daily newspapers. Griffiths Publishers' Exchange, Inc., 154 Nassau St., New York.

For Sale—4 or 5 Cutler-Hammer linotype pots complete; 200-250 volt A.C. 60 cycle, 1500 watts. The Daily Pantagraph, Bloomington, Ill.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffman Type & Engraving Co., 114 E. 13th St., N. Y. City.

Linotypes: (save $1,400 each) Model 21, No. 32549; also Model 14, No. 27313, with motors; in perfect condition; can be seen running and you can thoroughly test them. Practically new machines; sell $3,000 each. Call, see them. Scientific Review, 206 E. 19th St., New York. Telephone, Gramercy 5733.

Printers and Bookbinders equipment, machinery, type, supplies, Kelly presses, cut cost material, send for revised pre-used machine sheet. Conner Fendler Branch A.T.F. Co., 96 Beekman St., New York City.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

LEGAL

INTERNATIONAL PAPER COMPANY

New York, March 30, 1927.

The Board of Directors have declared a quarterly dividend of Fifty Cents (50c) a share on the Common Stock of this Company, payable May 16th, 1927, to Common stockholders of record at the close of business May 2nd, 1927.

Checks will be mailed. Transfer books will not close.

OWEN SHEPHERD, Vice-President & Treasurer.

WE CONNECT THE WIRES

NOWHERE ELSE is there as much information, carefully compiled and indexed, concerning available newspaper workers. It cost in 1926 over $15,000 to maintain this service. Our commissions range from 2 to 3½ per cent. of one year's salary. Registration is free. No charge to employers.

FERNALD'S EXCHANGE, INC.
SECURITY BLDG. SPRINGFIELD, MASS.

Newspaper Properties
Bought, Sold and Appraised
All negotiations confidential
PALMER, DEWITT & PALMER
Business Established in 1899
350 Madison Ave., New York
Pacific Coast Representative:
M. O. Moore, 515 N. Canon Drive, Beverly Hills, Calif.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

DOLLAR $ $ $ $ PULLERS

One Dollar will be paid for each idea published. Send clipping for payment.

WITH spring bringing a revival of the building industry arrange a directory of ads of electrical contractors as an aid to your readers who may be planning to build or wire their homes this spring. Don't confine yourself to your own community but secure these ads from other towns and cities in your vicinity and run them together with the name of the community at the top of each ad as a guide.—Cole, Fall River.

The Monday morning financial pages can be made more than a mass of tables and weekly reviews by running a series of articles on local industries and their products each week. The series might include all the larger manufacturing plants of the city with a description of the products and their place in national distribution. An advertising tie-up might be arranged.—Wes W. Dunlap, State College, Pa.

Chart out the best bridle paths in your city that have charm of spring scenery and a few hazards, to occupy a quarter or half page of text, getting the help of riding schools for this purpose. Then have the schools, as well as veterinarians, and leather and hardware companies tie-into this stunt with the balance of the page of display advertisements anent riding courses, horses for rent, and saddlery equipment for sale.—C. M. L., Washington, D. C.

Mother's Day will be observed throughout the nation on May 8, this year. Here's a good chance to arrange an attractive page with reading material and special ads for that day.—Cole, Fall River.

Automobile dealers in scores of cities feel the absolute need of moving used cars. Get the dealers in your city to stage a special Used Car week and secure city permission for display of the cars in some downtown street.—Davis O. Vandivier.

There are many dollars for your newspaper hidden in the general cut library of the advertising service or services. Get 'em out and turn the pages. You'll see many cuts that certain advertisers will be glad to use. It's a good plan to look over the library pages every month to keep the unusual illustrations in mind.—Davis O. Vandivier.

"Chic Chats," a new column recently launched on the society page of the *Columbus* (O.) *State Journal* is attracting favorable attention. It is conducted by a young woman reporter-artist who visits shops, restaurants and other favorable rendezvous of women and then devotes a paragraph, sometimes long and sometimes brief, to the novel things she sees. The "where" is always included. Several pen drawings, ranging from thumb-nail to column width illustrate the column.—Clyde D. Moore.

"How Much Do You Know" the *Danville* (Ill.) *Commercial News* challenged its readers on a page, backed by 20 advertisers, who bought squares on the page, across the top of which appeared such questions as "Where is the best place to have glasses fitted?" "Who has exclusive agency for the Blank shoes?" "What is Danville's 'Oldest Established Roofing Company'?" etc. A huge question mark, with space for the answers to be written in followed. The best correct list or nearest correct list won a $5 prize. The page was republished a few nights later containing the correct answers.—S. L. J.

PROMOTING BETTER BUSINESS

Newspapers Praised for Their Interest in This Work by U. S. Attorney

Those anxious to "clean up trade" were advised to appeal to the daily newspapers by United States Attorney Charles H. Tuttle, addressing the New York Credit Men's Association at its annual dinner in the Hotel Astor, New York, on April 21.

"I commend to your consideration the help which you can readily obtain from the public press. Fraudulent practices cannot survive the searchlight of publicity.

"American journalism not only deals in news, but is ardently devoted to the protection of the public and the eradication of public evils. It is promoting better business by making advertising a more reliable means of public buying."

HUNCHES

One Dollar will be paid for each idea published. Send clipping for payment.

A "COLUMN" of local news items, such as lodge meetings, etc., none over five or six lines, run daily on the first page of the second section of the *Akron Beacon Journal,* gives the paper a chance to carry many small items which would probably be crowded out. The items are not headed, but the first line of each is in bold face. The head varies from 1 to 4 columns. This was adopted after a brief experiment with a daily front page calendar of meetings, etc., which was well received.—U. S. V.

The New York City police department cost almost twice as much in operation in maintenance per capita in 1925 as it did ten years before, according to the figures of the U. S. Census Bureau. In 1915, the cost was $2.98 per capita, and in 1925, the cost was $5.67. There's a good story for your paper from the statistics gathered from your local police records.—G. Harris Danzberger.

Almost every small city newspaper publishes the pictures of the high school graduating class each year, the pictur being individual photos made up in pa layouts. The *Miami Daily News* a Daytona Beach Journal went a step fu ther and sent out mimeographed que tionnaires to the senior class several wee before graduation day. Through the questionnaires, the papers obtained tl ages and addresses of the graduates, a also learned what college they plann to enter, what plans they had for a c reer as told in their own words, and tl reasons why they would, or would n pursue that career in their home citie Then after the page layouts of graduat were published, the layouts were sep rated into individual cuts and a seri of the graduates' pictures, with interestir copy gleaned from the questionnaires, w carried. The series ran for sever weeks, with about two pictures and "c lines" appearing each day.—Sam Ballar

To learn all about iceless refriger tion: Invite France to a disarmame parley.—*Detroit News.*

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

NEW YORK STATE

Westchester County's

Fastest Growing Cities

Mount Vernon and New Rochelle and The Vicinity Towns

Are Covered Completely by

THE DAILY ARGUS of Mount Vernon

THE STANDARD STAR of New Rochelle

Both Members of A. B. C.

Westchester Newspapers, Inc.

Franklin A. Merriam, Pres.

Mount Vernon—New Rochelle

We Supply

Weekly Illustrated Fiction

Daily One-Column Mat Features

Daily Women's Articles

The Margaret Sangster Daily Poem

Weekly Special Articles

Daily Serials

A Tri-Weekly Paris Letter

Ask Us for Samples

NS

The O'Dell Newspaper Service

55 Fifth Ave., New York City

What Do You KNOW ?

A Great Questions and Answers Feature

New Questions Daily

King Features Syndicate, Inc.

New York City



GIVE YOUR READERS DAILY HEALTH TALKS by Dr Frank McCoy "The Mayo of Health Writers"

A health service that is different—home treatments without medicine or costly apparatus, based on a knowledge of food chemistry and the mechanics of the body

WIRE OR WRITE

McCoy Health Service

Brack Shops Building, Los Angeles, Cal.

THE WELFARE COMMITTEE of the INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.



The S. C. Beckwith Special Agency

Covers

The United States Best

with its

Complement of 70 People, 8 Offices and 28
Trained Newspaper Advertising Salesmen

47

Years' Experience in Securing
National Advertising
Exclusively for Daily Newspapers
Beckwith Has a Record
Unexcelled
Unblemished
Unbroken
for
Satisfactory and Substantial Service

THE S. C. BECKWITH SPECIAL AGENCY

NEW YORK	CHICAGO	ST. LOUIS	KANSAS CITY
DETROIT	ATLANTA	LOS ANGELES	SAN FRANCISCO

BACKGROUND

Back of THE SUN'S leadership in advertising, *continuous every month for nearly two years*; back of its steady and substantial increases in circulation, *a gain of 8,169 copies is shown by its government statement of April 1*, is THE SUN itself, a newspaper of distinction in its news, its advertising and its readers.

The Sun

PUBLICATION OFFICE, 280 BROADWAY, NEW YORK

WASHINGTON, D. C.
Munsey Building

BOSTON
Old South Building

CHICAGO
208 So. La Salle St.

LOS ANGELES
Van Nuys Building

SAN FRANCISCO
First National Bank Building

THIS ISSUE: HENRY A. WISEWOOD FORESEES 100-PAGE NEWSPAPERS

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1927

SUITE 1700 TIMES BUILDING, NEW YORK
42 ND STREET AND BROADWAY.

MEMBER A.B.C.

MEMBER A.B.P.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 50 | NEW YORK, MAY 7, 1927 | By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign | 10c Per Copy

JOURNALISM LIBRARY
Not to be taken from this room

The Chicago Tribune carried more National Advertising in 1926 than any other newspaper in America

THE CHICAGO TRIBUNE in 1926 carried eight million agate lines of national advertising. No other newspaper in America came within a million lines of this figure.

The ten newspapers leading in national advertising are as follows:

	Agate Lines
CHICAGO TRIBUNE	8,077,725
New York Times	6,953,367
New York Herald-Tribune	5,652,444
Boston Herald	5,519,066
Detroit News	5,198,004
Newark News	5,041,145
Milwaukee Journal	4,897,542
Philadelphia Bulletin	4,872,339
Philadelphia Public Ledger	4,826,097
Cleveland Plain Dealer	4,815,247

(Figures from Editor and Publisher)

The Chicago Tribune printed during 1926 the largest volume of national advertising ever carried by any American newspaper.

The Tribune, with more than 765,000 daily circulation and 1,200,000 on Sundays, is the most powerful advertising force in the five states of The Chicago Territory.

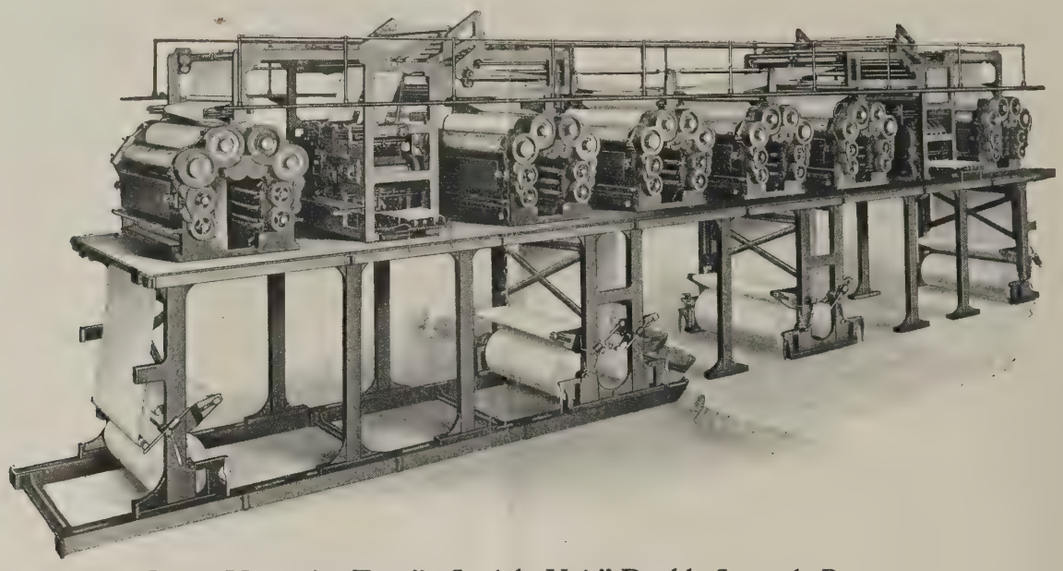
The Tribune is read by 62% of all the families in 1,312 prosperous cities and towns in Zone 7.

The city and suburban circulation of The Daily Tribune is greater than the TOTAL circulation of any other Chicago daily newspaper.

For 80 years The Tribune has been building prestige, good will, and confidence

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER



Scott "Mezzanine-Type" "Straight-Unit" Double Sextuple Press
Class W. W. S. D. M.

THE SCOTT "*STRAIGHT UNIT*" MEZZANINE TYPE

THE mezzanine type of Scott "Straight-Unit" Presses has several advantages that are not ordinarily found in the floor fed machine. It may be more easily plated, rolls may be changed with a greater freedom and ease, and it also saves valuable space on the press floor.

The mezzanine type or any other type of Scott "Straight-Unit" or "Multi-Unit" Press can be expanded to any desired extent simply by adding new units and folders as required, and they can be continuously operated while this expansion is taking place. All of these presses, moreover, are equipped with solid forged, steel printing cylinders in large diameter, high-grade roller bearings, and are driven by steel and fabroil gears. These features, combined with a unique system of ink distribution, assure solid, uniform impressions at all times.

Scott

"Multi-Unit" or "Straight-Unit" Presses

WALTER SCOTT & COMPANY

Main Office and Factory - - - - - - Plainfield, New Jersey, U. S. A.
New York Office - - - - - - - - - - - 1457 Broadway
Chicago Office - - - - - - - - - - - 1330 Monadnock Block

Cable Address: WALTSCOTT NEW YORK

To *reach* National Advertising Accounts *and* Agencies

IN New York there are more National Accounts and more Advertising Agencies than in any other four cities in the country.

This is the premier market for publishers. A publisher must tell his story in New York first if his story is to be well known. More than 20% of all the National Advertisers in America are located in New York—and nearly 30% of all the Advertising Agencies.

And the place to tell your story is the New York Herald Tribune. It reaches the National Advertiser. It reaches the Advertising Agency.

During the first four months of 1927 the Herald Tribune carried more newspaper advertising than any other newspaper in New York.

If you want your story to be known tell it to the Key City in the key newspaper.

Publishers' Markets in America

	National Accounts	Advertising Agencies
New York (*Incl. Brooklyn, Jersey City, and L. I. City*)	1,659	435
Chicago	894	207
Philadelphia (*Including Camden*)	250	75
Boston (*Including Cambridge and Brockton*)	210	78
St. Louis	171	29
Cleveland	161	43
Detroit	154	40
Cincinnati	127	29
Minneapolis and St. Paul	103	26
Milwaukee	103	19

[*Compiled from the Standard Advertising Register, 1926 edition*]

The Key newspaper to reach New York—

NEW YORK

Herald  Tribune

"Over the Top" Again!

The Evening Bulletin is sold on its merits as a newspaper, no prize or guessing contests; coupons, premiums or other artificial methods of stimulating circulation are used.

The Evening Bulletin

continues to break all Philadelphia Circulation Records

560,832 Copies sold each day in March

1926 Average Sales were 537,974 Copies Daily

"That the people of Philadelphia and vicinity appreciate the efforts of The Bulletin to give them all the news of the day, as fairly, as exactly and impartially as it can be laid before them, is attested by the fact that not only has the name of The Bulletin become a household word among them but that its circulation reaches far beyond the highest point ever attained by a Philadelphia newspaper."

To the American Manufacturer and Advertising Agent:

Through this one newspaper you can reach nearly every home in and around Philadelphia at one cost.

Telling Bulletin readers what you have to sell, where it can be bought, how much it will cost—and telling it simply and truthfully and constantly, brings success.

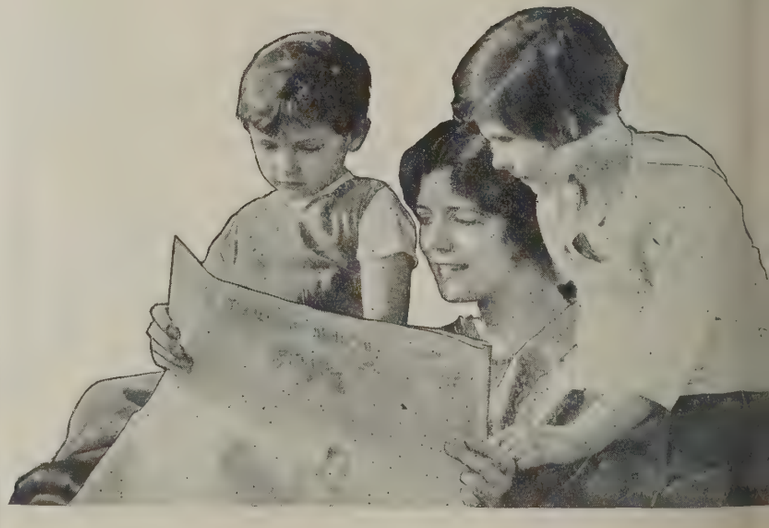
Your advertisements are carried to the greatest number of possible purchasers in the Philadelphia market if printed in The Evening Bulletin.

Back of each purchaser of The Evening Bulletin is his or her family—a vast army of consumers.

Advertising in The Evening Bulletin is the most effective and economical form of publicity for reaching Philadelphia buyers.

The Bulletin's advertising rate (per line per thousand readers) is one of the lowest in the United States.

A page advertisement in The Bulletin costs less than one-third of a cent per copy.



"One of the family" in nearly every home.

The mass of buying in Philadelphia is done by the families of the readers of The Bulletin and the bulk of this business will come to those national advertisers who *concentrate* their advertising in The Bulletin

"In Philadelphia nearly everybody reads The Bulletin"

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephones, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations. Member Associated Business Papers, Inc.

. 59 NEW YORK, MAY 7, 1927 No. 50

)on Mellett's Crusade Against Vice Wins Pulitzer Award For Canton News

ırtyred Editor's Fight Termed "Brave, Patriotic and Effective" by Judges—Bullard, Rogers and Harding Win Editorial, Reporting and Cartoon Prizes Respectively

E highest honors in journalism, the nnual Pulitzer awards, were an-ced on Monday of this week at Col-a University by President Nicholas ay Butler on behalf of the Advisory



Don R. Mellett

d of the university's School of ıalism.

e most coveted prize, the gold medal the most disinterested and meritori-ublic service rendered by any Amer-newspaper," was awarded the *Can-* O.) *Daily News*, whose editor, Don Iellett, was slain by hired gunmen ı attempt by the vice interests to the crusade he was waging against through his newspaper. It is the time in the history of the Pulitzer the prize has gone to a newspaper e editor was martyred in the crusade ıored.

ree newspaper men, F. Lauriston rd, editorial writer for the *Boston ld;* John T. Rogers, *St. Louis Post-atch* reporter and Nelson Harding, *klyn Eagle* cartoonist, were winners st editorial, best reporting, and best on awards respectively.

e awards in journalism follow:

or the most disinterested and merito-public service rendered by any rican newspaper during the year a medal costing $500:

warded to the Canton Daily News, n, O., for its brave, patriotic and ive fight for the purification of cipal politics and for the ending of ious state of affairs brought about llusion between city authorities and riminal element, a fight which had a result in the assassination of the of the paper, Don R. Mellett.

or the best editorial article written g the year, the test of excellence clearness of style, moral purpose, reasoning and power to influence opinion in the right direction, due account being taken of the whole volume of the writer's editorial work during the year—$500:

"Awarded to the Boston Herald, for the editorial entitled 'We Submit,' by F. Lauriston Bullard, published October 26, 1926."

The editorial calls for a new trial for Sacco and Vanzetti, radicals awaiting execution of a death sentence for murder in Massachusetts.

"For the best example of a reporter's work during the year, the test being strict accuracy, terseness, the accomplishment of some public good commanding public attention and respect—$1,000:

"Awarded to John T. Rogers of the St. Louis Post-Dispatch, St. Louis, Mo., for the inquiry leading to the impeachment of Judge George W. English of the United States Court for the Eastern District of Illinois.



Nelson Harding



John T. Rogers

"For the best cartoon published in any American newspaper during the year, the determining qualities being that the cartoon shall embody an idea made clearly apparent, shall show good drawing and striking pictorial effect, and shall be helpful to some commendable cause of public importance, due account being taken of the whole volume of the artist's newspaper work during the year—$500:

"Awarded to Nelson Harding of the Brooklyn Daily Eagle, for the cartoon entitled 'Toppling the Idol,' published September 19, 1926."

Because of lack of competition, no award was made this year for "the best history of the services rendered to the public by the American press during the preceding year."

The awards in letters are printed on page 21.

Although it has received the highest honor bestowed in journalism because of its fight for the purification of municipal politics, the Canton Daily News has not yet ended that fight, Charles E. Morris, its editor, said at Canton when informed of the award to his newspaper.

The fight against corruption, begun a year and a half ago by Don R. Mellett, then publisher of the Daily News, cost the young former Indiana man his life. He was murdered last July 18.

Since that date four men have been indicted for first degree murder in connection with the assassination. Two of them, Patrick Eugene McDermott, Cleveland gunman, and Ben Rudner, Massillon, O., hardware dealer and son of a millionaire Canton junk dealer, are in the Ohio Penitentiary, serving life sentences. McDermott was charged with being one of the "trigger men" and Rudner the "pay-off man," who hired the assassins.

Another, Floyd Streitenberger, ousted city detective, will go on trial for first degree murder next Monday, charged with being one of the prime instigators of the plot against Mellett.

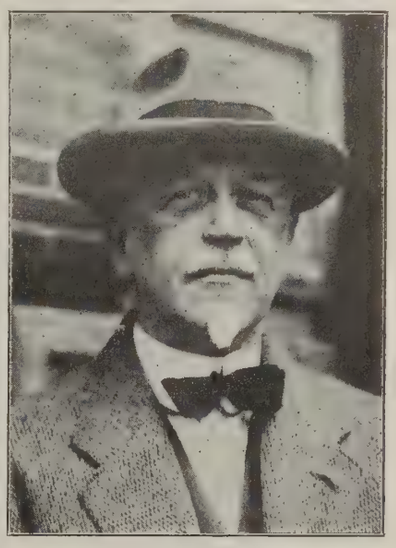
The fourth, Louis Mazer, is in Stark County Jail awaiting the outcome of the Streitenberger trial, with immunity promised if the State finds he has told the complete and truthful story of the assassination in an alleged confession he made in March.

Mr. Morris has attacked county officials for having promised immunity to Mazer, who is charged with being one of the gunmen.

Commenting editorially on the Pulitzer award, the Canton News said in part:

"In mingled feelings of humility and pride the Canton Daily News accepts gratefully the award of the Pulitzer gold medal. . . .

"There is humility because only in humility can there be real service such as that for which the life of Don Mellett was sacrificed; there is pride because a civic fight has been won against great odds, successful only because of awakening of a public consciousness without which society cannot last; and there is gratitude because of the recognition that the work for Canton is a work for the best traditions of journalism which include above all else honesty, independence, fearlessness and persistency, unselfishly or at personal loss, to render public service.



F. Lauriston Bullard

"The Pulitzer award is possible because of the vision for public service, the principles of operation, the foresight for stimulated effort and the generosity of the late Joseph Pulitzer, who founded the World in New York and later established foundations to promote what he was inspired to know should be the guiding spirit of journalism. . . .

"In acknowledgment of the Pulitzer award the Canton Daily News reaffirms for itself the Pulitzer avowal of service, grateful for the recognition that it has shown worthiness thereunder.

"The News is worthy only, however, because it has tried not to be false to the aims fixed by Don R. Mellett. It was his work and his sacrifice which made it possible to save a city from the strangling grasp of corruption.

"Canton now stands proudly before the world as a city which will not tolerate the evils which are eating at the heart of popular government everywhere; and because of what has been accomplished by and for Canton, in the face af smug and sometimes active opposition, the Canton Daily News has been singled out for the 'most disinterested and meritorious public service rendered by any American newspaper in the year 1926.'

"That service were impossible had not the aroused aid of unselfish, righteous people been granted.

"The award then is to the city of Can-

ton, where it is written in letters of blood that crime cannot rule, either through collusion, corruption or coercion."

The News is owned by James M. Cox, Dayton and Miami publisher.

The prize-winning editorial written by Mr. Bullard is reprinted on page 21.

Mr. Bullard, who for the past seven years has been chief editorial writer for the Boston Herald, is a newspaper man of wide experience and has served in practically all the editorial departments of the Herald. As a reporter and later as feature writer, Sunday editor and chief editorial writer, he has contributed frequently to quality magazines, and for the past few years has been editorial adviser and contributor to many well known periodicals.

He was born in Wauseon, O. He obtained his primary and high school education in the nearby town of Clyde, and entered the College of Wooster at Wooster, O., where he received the A. B. degree with the class of 1891 and the M. A. degree the following year.

After completing his studies at Wooster, Mr. Bullard studied theology in Chicago and Allegheny and entered the ministry. For a few years he did ministerial work and then entered the post-graduate department of Yale University, receiving the B. D. degree, magna cum laude, in 1903.

Twenty years ago he became a member of the staff of the Herald, and has remained with the paper continuously except for one year, when, during the Progressive Party movement, he served as editorial writer for the *Boston Journal.*

Mr. Bullard is the author of "Historic Summer Haunts," "Famous War Correspondents," and a work on Lincoln entitled "Tad and His Father." The last-named book was the outgrowth of an intensive study of Lincoln, one of the passions of the author's life, which he still pursues. In fact, his chief study to-day, and also his recreation, is the life of the Great Emancipator.

John T. Rogers, reporter for the St. Louis Post-Dispatch, whose painstaking investigation turned up the material which led to the impeachment of Judge George W. English of the United States Court for the Eastern District of Illinois, has been a reporter 19 of his 46 years.

Judge English was impeached for "misdemeanors in office" by an overwhelming vote of the House of Representatives. The impeachment proceedings were halted when the Judge resigned, November 4, 1926. Information Rogers obtained for his paper charged the Judge with wrongful manipulation of bankruptcy funds, usurpation of authority over State officials, use of profane language on the bench and brow-beating of juries and counsel.

Rogers is a large-featured, slow-spoken man, with a reputation as a "plugger." He was educated in the Louisville grade and night schools and after a variety of boyhood jobs became a telegrapher. This trade took him into the office of Col. Henry Watterson's *Louisville Courier-Journal* as an operator in 1899, but it was not until 1908 that he got a chance as a reporter on the *Louisville Times,* afternoon edition of the Courier-Journal.

Later Rogers worked for the *Kansas City Post* and the *Kansas City Star,* after which, in 1916, he joined the staff of the Post-Dispatch. His service for this paper was interrupted by service in the Tank Corps during the war and a subsequent brief venture in the automobile business. Much of his reporting has consisted, and still consists, of what many would call "drudgery." He doesn't regard it so. But the English case was his hardest assignment.

One of Rogers' achievements was his investigation of the Ku Klux Klan murders in Mer Rouge, La., in 1922. He obtained facts showing the responsibility of the local Klan for the deaths of two men whose headless bodies were found in Bayou La Fourche. His most recent important news story, appearing in last Saturday's *Post-Dispatch,* was the confession of Harry Thomasson, 19-year-old gangster, that he and his brother, now dead, killed Mayor Joe Adams of West City, Ill.

TOPPLING THE IDOL



Nelson Harding's prize-winning cartoon

Commenting editorially on the award to its reporter, John T. Rogers, the *St. Louis Post-Dispatch* said:

"John T. Rogers, of the Post-Dispatch staff, who received the Pulitzer prize for the best example of a reporter's work during the past year, in a brief interview describes himself as a reporter and nothing else. 'I do everything,' he said, 'from chasing pictures to covering gang wars.'

"All of these are within the scope of a reporter's job. But if he covers his assignments with fidelity, industry, accuracy and thoroughness he is a valuable contributor to the work of a newspaper. He does his part in the prime function of a newspaper in getting all the news and presenting it accurately, intelligently and clearly. This is public service. But sometimes there come to a reporter opportunities to do special public service. He is called upon to gather the facts about corruption in public life, or the abuse of official power. He undertakes a task which requires exceptional energy and persistence, courage and intelligence. It was that sort of task which Mr. Rogers undertook when the Post-Dispatch exposed the misconduct and the abuses of official power on the part of Judge English of the Eastern Illinois Judicial District, which resulted in the impeachment and resignation of Judge English. Mr. Rogers did his work thoroughly and effectively. He deserved the award."

Nelson Harding, cartoon prize winner, was born in Brooklyn in 1878. He was educated at the Greenwich (Conn.) Academy, Art Students' League and Chase School, New York City. He was apprenticed to an architect at eighteen and was a lithographer from 1899 to 1907.

In the latter year Mr. Harding began drawing cartoons as a free lance, his work winning him recognition and a staff position on the Brooklyn Daily Eagle, where he has remained. Since 1912 he has also written much verse as well as humorous paragraphs for his paper.

Mr. Harding served with the 71st Infantry, United States Volunteers, in the Spanish-American War, participating in the Battle of San Juan Hill and the siege of Santiago. He re-enlisted in the 71st Regiment, New York National Guard, in 1917, and in the same year was commissioned a Lieutenant.

Awards of traveling scholarships to students of the Columbia journalism school were:

"On the nomination of the teaching staff of the School of Journalism, three

PULITZER TRAVELING SCHOLARSHIP WINNERS



Left to right: Gordon N. Havens, Brooklyn; Orrin T. Pierson, Denver; Miss Frances Bernice Schiff (alternate), New York; Jacob S. Hohenberg, Jamaica, N. Y.; Paul D. Gessner (alternate), Marshall, Mich.

traveling scholarships, having a valu $1,500 each, to graduates of the Sc of Journalism who shall have pa their examinations with the hig honor, are otherwise most deserving enable each of them to spend a yea Europe, to study the social, political moral conditions of the people, and character and principles of the Euro press."

Students appointed were Gordon N der Havens of Brooklyn, Orrin Tis Pierson, Denver, Col., and Jacob Hohenberg, Jamaica, Queens. Altern appointed were Paul Douglas Gesne Marshall, Mich., and Frances Ber Schiff, New York.

"An annual scholarship of $1,500 the student of music in America may be deemed the most talented deserving, in order that he may conti his studies with the advantage of E pean instruction, on the nomination jury composed of members of the te ing staff of the Department of Musi Columbia University and of the teac staff of the Institute of Musical Art."

This was awarded to Quinto E. Ma nini, twenty-nine, of 400 West Street, composer, and for the last e years a flute player in the New Y Symphony Orchestra.

"An annual scholarship of $1,500 an art student in America, who shall certified as the most promising and serving by the National Academy Design, with which the Society American Artists has been merged."

The winner of this was Olindo Ricci, 3661 Bronxwood Avenue, Bronx.

The three journalism school gradu winning traveling scholarships are working on New York newspap Orrin T. Pierson is on the city staff the *New York Times;* Gordon N. vens, of Flushing, is on the sports c desk, New York Times, and Jacob Hohenberg is assistant night editor, *York Evening Graphic.* This is belie to be the first time since the scholarsh were first awarded in 1913 that all th winners have been in active newspa work.

Mr. Pierson, graduate of the Color Agricultural College in 1924, has wor on the *Middletown* (N. Y.) *Times-Pr* now merged with the *Middletown E ald,* and on the *Boston Post.* During senior year at Columbia, he was Uni sity correspondent for the Times bes taking Sunday church and night assi ments.

Mr. Havens has won other schola awards besides the Pulitzer prize. graduation from the New York Pu Schools, he received one of the Puli prizes, entitling him to free tuition Columbia University, with an additio annual cash award. During his se year in the Journalism School, he sports correspondent for the New Y Times, *New York Telegram, Phila phia Evening Bulletin,* and *Colun University Alumni News.*

Mr. Hohenberg, originally of Sea Wash., worked on several papers th and attended the University of Washi ton in Seattle for two years. Since c ing to New York, he has been emplo by the New York Evening Graphic, for more than a year has been its as tant night editor.

The members of the Advisory Bo of the Pulitzer School of Journalism participated in the making of the awa are Ralph Pulitzer of the World; J Langdon Heaton, the World; Jos Pulitzer, *St. Louis Post-Dispatch;* Nicholas Murray Butler; Julian Har publisher, *Enquirer - Sun,* Colum (Ga.); Alfred Holman, San Francis Arthur M. Howe, Brooklyn Daily Eag Robert Lincoln O'Brien, Boston Hera Rollo Ogden, *New York Times;* Stu H. Perry, *Adrian* (Mich.) *Telegra* Melville E. Stone, Associated Pre Casper S. Yost, *St. Louis Globe-De crat,* and Jerome Landfield, Execu Secretary of the Advisory Board.

The Board acted on recommendat of special juries chosen in the vari fields covered. The juries in journal follow, representatives of newspapers ing nominated by the President of

(*Continued on page* 21)

OOD SEES ADVENT OF 100-PAGE NEWSPAPERS

rspaper Machinery Inventor Says Era of Daily News-Magazine Will Arrive by 1937—Giant Papers Now Mechanically Possible at Low Cost of Production, He Says

By PHILIP SCHUYLER

1937, the daily newspaper of today ll have definitely given way to the "news-magazine" of tomorrow. ry A. Wise Wood, newspaper ma- genius and the author of this pre-, does not base it upon fanciful s. It rests rather on new practical pments in printing press manufac- which the Wood Newspaper Ma- Corporation announced recently ich are on display now at the com- plant in Plainfield, N. J. It rests n the background of proved fore- xhibited by Mr. Wood, who as in- of the autoplate machine or auto- stereotyping in 1900 foresaw the per of today at a time when four- nd sixteen page papers were con- large in size.

ee the day coming of the 100-page newspaper-magazine," Mr. Wood his week in an interview. "In- he 100-page newspaper is possible All the mechanical problems con- with issuing such a daily giant are But I don't want to frighten I want to think ahead, I want to ut I don't want to seem to be too ead. So I will say that I expect to e line crossed by the 100-page daily than 10 years.

will come at the demand of the and will not be forced upon them. the battle between the newspaper e weekly or monthly magazine, the ine has already suffered defeat. nagazine of today is merely an ble survivor of the past. It has its but it is not that of the newspaper. other advertising medium can ompete on equal terms with the newspaper, the daily news-maga- f tomorrow. The newspaper is resh, new born each day, inexpen- convenient, easily obtained. The nagazine of 1937 will have these s plus more compact writing, bet- istrations, better printing, more in- ion, general and specific, and an us increase of attractive ads."

as the first time in the many years close association with the news- business that Mr. Wood had an interview. He is opposed to e terms free puffery, and does not merely to hear the sound of his He is a precise, clear thinking His words are weighed carefully being uttered. Distinguished ap- , with neatly groomed white mus- he looks like the popular concep- f a British army Colonel. You f him as the master mind behind nilitary strategy. He has bridged rushing torrent, perhaps, to move masses forward. In reality he has he master mind behind a great y of peace time. He has bridged ind by his inventions moved for- that vast power called the daily

he predicts its next step, from ily newspaper to the daily maga- acked with up-to-the-minute news, illustration, general and specific ation, and irresistible ads.

isive production in newspaper press is among the factors that will his transition possible, Mr. Wood s. He claims that improvements developed for the newspaper press h that the capacity of present press can be doubled in the space they cupy.

e," he declared, "a complete re- n in the newspaper press room. I rk made easier for the pressmen, for the publisher, with the cost per greatly reduced. It will be in- production per cubic foot of space d, per minute of time used, and lar of operating costs involved.

se are the three tests I have al- applied in working out my ma- They are the tests I have al-



Henry A. Wise Wood

ways kept before my engineers, and no new device passes that does not meet them.

"We have solved the problem of how to print more swiftly a first class newspaper in less space and with less effort on the part of the men operating it and with less waste. Among the devices contributing to this solution is one which recharges the press with paper as needed without slowing down or stopping the press itself. This converts the full running time of the press into producing time and it eliminates great waste of newsprint. Another development is the device we have prepared to increase pages by two instead of by four on collected products, a device also that will prevent enormous waste through saving pages now unnecessarily printed."

To watch the machine equipped thus modernly in operation at the Wood plant in Plainfield is sufficient to prove to the layman that Mr. Wood's claim to "intensive production" is reality. But will intensive production be accepted, Will the demand be great enough? Doubts creep into mind.

Mr. Wood has answers to all objections to his predicted 100-page daily, which, mechanically speaking, he now says is possible. There are the suggestions of clumsiness, bulk, voluminous content, the impossibility of reading it all. He disposes of such contentions with convincing logic.

"Before the war," he recalled, "I foresaw the 64-page daily newspaper. I told the publishers repeatedly then that they ought to begin to prepare for this increase.

"Did the people revolt against the 56-page paper when it came? If they did it has not been expressed certainly in decreased newspaper circulations. The public knows what it wants. As bigger papers are produced, more people are buying them. People like them, and feel disappointed, deprived of their rights as it were, on the days their favorite newspapers are slim.

"Just think, before the World War, the *New York Times,* if I remember correctly, was printing about 18 pages a day with an occasional 24-page paper. This morning it carried 56 pages with more readers than it ever had in its history.

"The public has come to consider advertising as part of the news. Women consider it the best part. The advertising pages are as interesting to almost everybody as the news pages. As a matter of fact, advertising *is* news, it is the news of purchasable things, and who amongst us lets a day go by without thought of something he intends or hopes to buy.

"The World War proved to be the business public's post graduate course in advertising. It taught advertisers that newspaper space was pay dirt. Merchants were given visible proof of the manner in which the public could be moved by the daily press.

"I happened to play a part in the preparedness movement and I know for a certainty that the United States could not have been induced even to begin to prepare for the war without the aid of the American press. The newspapers have become recognized as an arm of government. The American people believe in the newspaper, and while they frequently criticize it, they trust it.

"Besides, more and more advertisable things are ever being created for the daily newspaper, metamorphosing it into a sort of magic bazaar filled with purchasable wonders.

"Since the century began what has not been added to the variety of our daily thought! Think of the almost uncountable things that but a few years ago had not been born!

"There is the motor car, the aeroplane, the motor boat, the phonograph, the moving picture, the radio, the cross word puzzle, and a medley of other clamoring objects. Two decades ago not one of these life filling wonders played a part in the news nor contributed a dollar to the newspaper in advertising.

"And more marvels lie ahead. Television is on the horizon. We have now wireless pictures. The age of scientific surprises has only just lifted its curtain. What may not be expected to appear upon its stage! One thing is sure—every newcomer on that stage must pay its toll to the newspaper.

"Nothing worth while happens in the world that does not contribute to the newspaper. And nothing supplants it. Each needs the newspaper that itself may survive. And each must contribute financially to the support of the newspaper.

"Another factor which will make the daily 100-page newspaper-magazine demanded is increased education and travel. The more our people know the more subjects they will be interested in seeing pictured or discussed or advertised in their daily paper.

"In the old days of the ten hour and twelve hour day men had no time to read their newspapers. Now we have the eight hour day and the five and one-half day week. The man has many other distractions but still the paper comes first. Before he turns on his radio he looks to his daily paper to find what interesting programs are on the air. If he has radio troubles he promptly turns to the next Sunday advertising pages for helpful suggestions or apparatus. Before he goes to the moving picture show, he looks through his papers to see if the picture 'sounds good.' Before he goes riding in his motor car, he finds out in his paper what roads are good, what roads are torn up and impassable; and being a motorist he is forever interested in the advertisements of cars and their equipments. Then the football game has arrived to create a new and powerful publicity interest. The world moves and grows, and the thrilling daily story of it all is to be found in one place only, in that cheapest of all possessions, the newspaper."

Mr. Wood was asked how general he thought these large-size papers would be, if the smaller communities would take them, and he replied:

"There is one thing you must never do and that is prophesy limitations for any community in the United States. Never say what can't be done. That is unknowable. There is little an American motivated mind can't do if it wants to, or has to."

It was with this sort of spirit undoubtedly that Mr. Wood entered the newspaper machinery business. At that time he found that the composing room and the press rooms of a newspaper were on a machine basis but the foundry was on a hand-work basis.

"I saw at once," he has recalled, "that it was the foundry which was holding back the publishing business."

When Mr. Wood first became connected with newspaper printing, type was set by hand, flongs were made by hand and beaten into mats by means of brushes. In every office were steam tables on which home made mats were dried. Then the mats were laid into hand casting molds into which the metal was poured by hand ladles.

"The first casting boxes or molds I saw used were without any water for cooling," Mr. Wood continued. "After the plates were cast in a mold which was always operated by hand, they were pulled out by hand and set on a tail cutting machine. Here the matrix was stripped

(*Continued on page* 46)

BROOKLYN STANDARD UNION SOLD TO EARLY AND ASSOCIATES FOR $901,000

Paper's Managing Editor Becomes President of Company—Huntsman Continues as Publisher—Daily Sold at Public Auction

JOSEPH J. EARLY in association with a number of prominent Brooklyn citizens has purchased at public auction the *Brooklyn Standard Union*, of which he has been managing editor for many years.

The deal was concluded on Wednesday afternoon, when Surrogate Judge George A. Wingate approved Mr. Early's syndicate's bid of $901,000, which was $1,000 higher than an offer made by Paul Block, owner of the *Toledo Blade* and other newspapers.

The price paid is for good will, stock of the publishing company, plant and machinery, and lease of the present building with option to renew at expiration.

Mr. Early will be president of the new publishing company which will take control in about 10 days. R. F. R. Huntsman will continue as publisher of the paper. Other officers have not yet been elected.

Mr. Early issued the following statement on the transaction:

"In association with leading business factors and community leaders of Brooklyn, I have purchased the Brooklyn Standard Union from the trustees of the estate of William Berri, including R. F. R. Huntsman, Herbert Berri and Frederick H. Webster. The sale received the approval of Surrogate George Albert Wingate.

"Among the associates in the purchase are Ralph Jonas, president of the Brooklyn Chamber of Commerce, William H. English, president of the Montauk Club; William M. Grove, president of the Prudence Bonds Corporation; Jackson A. Dykman, of the law firm of Cullen & Dykman; Frederick D. Mackay, of the E. W. Bliss Company, and vice-president of the Brooklyn Riding and Driving Club, County Judge Alonzo G. McLaughlin, Albert Conway and Joseph J. Sartori.

"I will assume the management of the newspaper in about ten days. It is a matter of keen satisfaction that I have assurance of the support of the leading factors in Brooklyn community, religious social and business life in my new work following a service of about 28 years with the Standard Union.

Mr. Early is a native of Brooklyn. His first newspaper work was for the Standard-Union when he was 16 years old, when he was given the Navy Yard assignment, one of the toughest "beats" in the office.

During his long newspaper career he has always been particularly interested in politics. He belongs to what is known in Brooklyn as the "Rocking Chair Brigade," a group of men who meet and talk about inside politics. For 15 years he wrote state politics from Albany. While holding down this post he was elected president of the New York State Legislative Correspondents Association.

As managing editor it has been Mr. Early's consistent policy to keep the Standard Union intensely local to Brooklyn. It is his theory that Brooklyn, although an integral part of New York, is an enormous metropolis in itself, so constituted that its newspapers must, in a sense, be "small town" to succeed.

"The success of Brooklyn newspapers lies solely in their intimate contact with their readers," Mr. Early once declared in an EDITOR & PUBLISHER interview, "They must be always working to help the community."

The Standard-Union has been conducted by the trustees of the Berri estate for 10 years. Mr. Berri died in April, 1917. The editorial page of the May 5 issue showed an average net paid circulation for the week ending April 24 of 77,707. Recently the paper reduced its price from two cents to one cent daily.

Mr. Early, questioned regarding the penny price this week, declined to discuss the subject.

Founded in 1863 by 60 Brooklyn Republicans in Civil War days, the Standard-Union was first known as the *Union*. In 1877, the Union absorbed the *Argus* which had been founded in 1869 as an independent organ. A few years afterward the name of the Argus was dropped from the consolidated title and the publication again was called the Union.



Joseph J. Early

The *Standard* was founded in 1884 by a group of Brooklyn Republicans who charged that the Union had gone over to the Democrats in the Cleveland-Blaine campaign. John Ford was its editor at that time. In 1887 the Standard bought the Union and has since been known as the Standard-Union.

Among those who have been editors of the Standard Union were Gen. Stewart L. Woodford, American Ambassador to Spain at the outbreak of the Spanish War, and Theodore Tilton, plaintiff in the celebrated suit against Henry Ward Beecher.

DAILY IN RECEIVERSHIP

M. F. Hetherington Now in Charge of Lakeland (Fla.) Star-Telegram

(*By Telegraph to* EDITOR & PUBLISHER)

LAKELAND, Fla., May 3.—M. F. Hetherington, former owner of the *Lakeland Evening Telegram*, was appointed receiver today for the Star Telegram Publishing Company, publishers of the *Morning Star-Telegram*, at a hearing before Judge H. C. Petteway. L. W. Bloom is president of the company.

The petition for receivership was filed by the publishing company and Mr. Hetherington was appointed over his protest. Mr. Hetherington sold the Evening Telegram in 1920 and the paper was later consolidated with the *Morning Star*.

He announced tonight publication of the Star Telegram would continue.

PLANNING TEXAS DAILY

Following announcement that the concern would give Amarillo, Tex., a new daily, permit to do business in Texas has been granted by the secretary of state to the Amarillo Sun Publishing Co., a Colorado corporation, Denver, Col., with $100,000 capital stock. F. O. Schroeder, Amarillo, was named in the permit as Texas agent.

RESUMES BROADCASTING

The *Boston* (Mass.) *Evening Transcript* resumed radio broadcasting Monday night on a wave length of 394.5 meters.

EDITOR & PUBLISHER CALENDAR

May 8-13—University of Missouri, Journalism Week, Columbia, Mo.
May 9-11—Association of National Advertisers, semi-annual meeting, Detroit.
May 12—Georgia Press Association sails from Savannah for Boston.
May 16—Tennessee Press Assn., annual meeting, Nashville, Tenn.
May 16-21—Secretary of Navy Wilbur entertains newspaper men aboard ships for Annual Fleet Maneuvers.
May 16-18—Associated Business Papers, Inc., meeting, French Lick, Ind.
May 17—New England Daily Newspaper Assn., annual meeting, Copley Plaza Hotel, Boston.
May 19-21—Arkansas Press Assn., annual meeting, Hot Springs, Ark.
May 20-21—Advertising Affiliation, annual convention, Erie, Pa.

H. B. SWOPE INJURED

N. Y. World Executive Editor and Wife in Automobile Crash

Herbert Bayard Swope, executive editor of the *New York World*, and Mrs. Swope were painfully injured the night of May 4 when the automobile in which they were driving was struck by another car in Yonkers, N. Y. Heywood Broun, who conducts the column "It Seems to Me" on the World, was riding in the Swope car, but escaped without injury.

Mr. Swope suffered a broken nose, a deep scalp wound, and lacerations about the face. Mrs. Swope was even more painfully injured. Doctors took twenty stitches to sew up a gash in her face.

When Mr. Swope's car was struck, it was forced from the roadway, and a wheel was knocked off. The editor and his wife were thrown from their seats. Henry Holm, Mr. Swope's chauffeur, was unhurt.

LITTLE ROCK NEWS SOLD

Control Stock Purchased by L. B Myers and John R. Frazer

Sale of the control stock of the *Little Rock* (Ark.) *Daily News* by Stanley Andrews and associates of El Dorado to L. B. Myers, present publisher, and John R. Frazer, Little Rock business man and head of the A. O. U. W. of Arkansas, has been announced.

In the El Dorado group are Lewis C. Callow, Floyd Miller, Alex H. Washburn and James A. Plotner and Mr. Andrews, who also publishes the *Arkansas Farmer*, located in the same building with the Little Rock Daily News.

Floyd Miller, formerly of El Dorado, and business manager of the Little Rock Daily News, will become business manager of the Arkansas Farmer, and Mr. Andrews, who has been editor of the Little Rock Daily News and publisher of the Arkansas Farmer, will return to El Dorado.

DAILIES AID FLOOD VICTIMS

Chicago Herald Examiner and Daily News Raising $60,000

The benefit show sponsored by the *Chicago Herald & Examiner* to help its fund for the relief of victims in the flood area netted about $10,000. The show, talent for which was contributed by the leading plays in Chicago at the time, was staged before a capacity house of 4,000 people.

The relief fund of WMAQ, the *Chicago Daily News* station, having exceeded the $25,000 quota set by the management, the quota was increased to $50,000, and the fund is now rapidly nearing that mark.

G. LOGAN PAYNE BU SAN JOSE NEWS

Former Washington Times-Herald lisher Pays $200,000 for Goo will and Real Estate of Evening Daily

(*By telegraph to* EDITOR & PUBLISHER

SAN JOSE, Cal., May 4.—G. L Payne has purchased the *San Jose ning News* from H. L. Baggerly took posse May 2. The sideration volved is rep to be about $ 000 and to clude the building in center of the ness section fair equip The News ries the As ated Press United Pres ports. Mr. gerly, who been in ill h for two years, will retire from a work and rest for at least a yea is stated. Mr. Payne will assume tive charge of the business, assiste Jack Wright, who has been pron from city editor to managing editor



G. LOGAN PAYNE

Mr. Payne was formerly general ager and publisher of the *Washi* (D. C.) *Times* and *Washington He* and is chairman of the board of G. Logan Payne Company, special r sentatives.

No radical changes will be made i policy of the paper, which will be erally independent on local and stat fairs. The building will be remo and the plant modernized, accordin Mr. Payne, "to give San Jose an eve paper equal to any on the Pacific Co San Jose, which in 1920 was record having 39,000 population, now cl 65,000. It is in the Santa Clara V in the heart of the prune, pear, ap and walnut-growing district.

SPECIAL TRAIN FOR I. A. A

Chicago Clubs Invite Midwestern Gr to Join in Denver Jaunt

A special de luxe train has been tered by the Advertising Council of cago and the Women's Advertising of Chicago, to carry the midwestern gation to the International Advert Association convention in Denver, June 26 to 29. The train will also a post-convention tour to Yellow National Park via the Chicago N western railway and the Union P system.

The Chicago advertising folk hav vited delegates from other clubs in nois and surrounding states to ac pany them.

The Advertising Council and Wor Advertising Club have sent a bullet advertising people throughout the mi west asking them to make their res tions for space on the special train. committee consists of Homer J. Buc William E. Donahue, Julius Holl, Perkins, C. A. Tupper, Mrs. Hilm Benson, C. C. Younggreen, chairma the sixth district, and Robert J. Vi chairman of the On-to-Denver comm

PHONES NEWS TO LONDON

The transatlantic telephone was by International News Service Apri to rush a new Mississippi flood stor the *London Evening Standard* in tim make an early edition. The story dictated in New York headquarters N. S. as it was picked from the graph wires and was copied dow London by relays of reporters. The lasted 21 minutes and cost $525.

MOVING PARIS OFFICES

Beginning June 1 the Paris office the *Christian Science Monitor* wil located at 3, Avenue de l'Opera, Co Rue de l'Echelle.

MULTI-MILLIONAIRE ADVERTISERS BEG SPACE

l Burner Manufacturers Plan Free Publicity for Dailies and Paid Space in Magazines—Obtained $30,000 Gift from Press in Two Weeks, Says Agency Man

By PHILIP SCHUYLER

ADING manufacturers of oil-heating equipment who claim to have a bined invested capital of more than 000,000 are seemingly content to be spaper space mendicants, as far as co-operative advertising plans are erned.

hese plans were obtained in advance week by EDITOR & PUBLISHER. They e on the organization, already ted, of the Oil Heating Institute, ced by membership fees from oil-er manufacturers and associate oil panies, with a potential advertising opriation of $500,000 annually to be t, as far as can be learned, for paid e in the magazines and press agent icity in the daily press.

he plan was pressed to conclusion last month at the annual convention Buffalo of the American Oil Burner ociation, after nearly four years of t on the part of Leod D. Becker, ciation secretary, and a short period igh-power salesmanship on the part ord & Thomas and Logan, an ad-ising agency.

D. Barnhill, an executive in the York office of Lord & Thomas and an, attended the convention and at time supervised the release of the free publicity to newspapers. It on the advice of the agency, Mr. hill told EDITOR & PUBLISHER this , that the oil-burner manufacturers ted the advertising program which ides for a page an issue for three ths in 15 magazines. First copy is duled to appear in the *Saturday Eve-Post* on June 4.

e EDITOR & PUBLISHER reporter d Mr. Barnhill if the advertising ram of the Oil Heating Institute ided the possible purchase of paid e in the newspapers.

No," he answered. "This is purely adership campaign to establish the e of membership in the institute. t of the manufacturers taking part ide newspapers in their own indi-al campaigns."

r. Barnhill added that it was part the Institute's advertising plans to are mats of newspaper copy to be ributed among oil-burner dealers for possible use in local dailies.

he identity of the leading $40,000,000 ufacturers is being kept a closely ded secret. Mr. Barnhill declined to e their names public and officials at American Oil Burner Association likewise reticent.

rom a reliable source, however, OR & PUBLISHER obtained the fol-ng names as members of the com-ee of advertising councillors of the erican Oil Burner Association, de-ed as the leaders of the co-operative rtising movement:

ionel T. Jacobs, president of the Fess Burners of Canada Limited, Toronto, is also association president; Leod Becker, 350 Madison avenue, New k, association secretary; C. U. liams, president of the Williams Oil-latic Company, Bloomington, Ill.; gan J. Hammers, American No-Kol npany, Chicago; E. M. Fleischmann, ident, Quiet May Company, Balti-e, Md.; J. C. Johnson, president, S. ohnson Company, Oakland, Cal.; and S. Bohm, of the Preferred Utilities npany, New York.

r. Barnhill discussed with amazing kness the publicity plans of the Oil ting Institute, which he said would directed partially by his agency and ially by Mr. Becker from association lquarters.

e himself started the publicity ball ly rolling when he said the American Burner Association met in Buffalo ng the first week of April.

called up the Associated Press espondent in Buffalo," Mr. Barnhill ained, "and made arrangements for releases a day during the conven-tion. The arrangement worked splendidly."

Mr. Barnhill was asked if he kept a check on the free space obtained from the newspapers.

"Yes," he replied, "we keep clippings. We have figured that in the first two weeks of our free publicity efforts we have obtained space in the newspapers amounting to approximately $30,000, at space rates."

Mr. Barnhill explained that the first press agent release went out on a Friday.

"On Sunday, Arthur Brisbane commented on the story in his column, advising people who own oil stocks to hang on to them," Mr. Barnhill said. "This delighted the oil burner manufacturers."

Mr. Barnhill furnished EDITOR & PUBLISHER with what he said was the first publicity release. It was dated April 1 and read in part as follows:

"With an increase of more than 4,000 per cent in the output of oil-heating devices in the last five years, and with more than 1,000,000 oil burners now in use, the American Oil Burner Association will hold its annual meeting in Buffalo on April 5th.

"The rapid increase in both the demand for oil as a fuel for home and other building heating, and for oil burners, has introduced a new American industry whose rise is comparable only to that of the radio and automatic refrigerator industries. *In the last year alone more than* 150,000 *homes were equipped with oil heaters,* according to Mr. Leod D. Becker, Secretary of the Association. *The capital represented today in the oil burner industry is in excess of* $40,000,000, and the value of last year's output was over $100,000,000. The fact that there are fifteen million homes in America which it may be expected will be equipped with oil-burners in the next few years gives some idea of the present demands upon the industry. And the prospect of the improved appearance, ease and comfort of the American home of the future along these lines has been the subject of much comment and discussion. So have the effects of the growing use of oil for heating purposes upon the oil-refining industry.

"The rapid rise of the oil-burner industry has been attended by many problems requiring the co-ordination of the manufacturers among themselves in the standardization of equipment and fuels, and with distributors and dealers on installation practices and service to the home owner."

A second publicity release dated Buffalo, April 3, reads in part:

"At a special meeting of the executives of the American Oil Burner Association, which holds its annual meeting here next week, the Oil Heating Institute has been formed.

"This Institute will be a subsidiary organization of the American Oil Burners Association, and its activities will be devoted to research and the dissemination of reliable facts about oil-heating, looking to the constant improvement in the service of oil-heating for home purposes.

"Thus the Oil Heating Institute becomes the first organization created for the express purpose of educating the public in the uses of mechanical devices making for the greater ease and comfort of living.

"It is probable that more than $250,000 will be used by the institute in the first year of its work.

"The research activities of the institute will be carried on by its engineers who study standardization of fuels and the establishment of uniform grades. Also, it will compile and prepare accurate data on the economic and other advantages of oil as a fuel heat from the record of its rapidly growing use not only in homes but also in its almost universal use in the largest ships and in many industries today.

"In the dissemination of facts about oil as a fuel heat, emphasis will be laid on the education of home owners. One of the members of the executive committee has pointed out that, although the average American is well informed on how to take care of his automobile, only a few know how to really take care of a heating apparatus for the home.

EDITOR & PUBLISHER is responsible for the italics in the press agent handouts reproduced above. The statements are italicized for the purpose of comparison with some quotations taken from the full page advertisement which will appear in the Saturday Evening Post on June 4, and subsequently in 14 other magazines.

When Mr. Barnhill "sold" the leaders of the American Oil Burner Association on the magazine campaign he told them that since it would cost about $15,000 a month for copy containing 1,500 words they could figure the detailed cost of the magazine advertisements at $15 a word.

Following, therefore, are statements worth $15 a word to the magazines, which the Oil Heating Institute thought newspapers should print for nothing. (Taken from proof of an advertisement copyright 1927 by the Oil Heating Institute and scheduled for publication in the Saturday Evening Post, June 4. Permission for publication was obtained by EDITOR & PUBLISHER from Mr. Barnhill.)

"To give the public a full and accurate understanding of the many benefits of oil heating, the Oil Heating Institute was founded. It is composed of leading manufacturers of oil heating equipment who have a combined invested capital of over $40,000,000. They are well organized, soundly financed, and thoroughly qualified in experience, technical skill and manufacturing ability to render permanently satisfactory service to the public.

"These manufacturers realize that domestic oil heating is of nationwide interest and importance * * *. It is the agreed policy of the members of the Oil Heating Institute to serve the public not only in providing equipment, but in assuring permanent heating satisfaction."

And still quoting from the advertisement:

"During 1926 alone, approximately 100,000 homes were equipped with oil heating systems."

It is curious to note that in the free hand-out the number of homes equipped was estimated at 150,000.

Mr. Barnhill quite some time ago, he said, worked for the *New York Evening Post.*

(*Continued on page* 44)

WORK STARTED ON NEW FOUR-STORY PLANT OF ROCHESTER TIMES-UNION



Architects drawing of new *Times-Union* plant

WORK started last week on the excavation for the sub-basement of the new four-story plant for the *Rochester* (N. Y.) *Times-Union,* published by Frank E. Gannett. It will be located at Broad and Exchange streets, and will be ready for occupancy early in 1928.

A feature of the building will be a series of six windows, each fourteen feet in width, along the Broad street side of the first floor. Through these windows the presses will be visible from the street.

The press room on the first floor, will be thirty feet in height. It will occupy the entire floor save for the business offices which will extend along Exchange street.

The extra height of the press room will give a mezzanine floor which will be occupied by the circulation department. As the papers come from the presses they will be carried by a belt to the mailing rooms in the mezzanine and thence, through two shutes, direct to the shipping platform on the Pine street side of the building. On the mezzanine floor, also, will be separate waiting rooms for the carriers and the newsboys.

On the second floor will be the business and advertising offices. Also on this floor will be the office of Roy C. Kates, general manager of the Times-Union. Beyond this will be the advertising department. The editorial department and the office of Norman Nairn, managing editor, will lie west of the business office. Beyond will be the studio and dark room for the staff photographer and the engraving department. At one side of the editorial room will be the rooms of the wire operators.

The composing room and stereotyping department will occupy the third floor.

On the fourth floor will be the offices of Frank E. Gannett and his assistants.

ED HOWE OF KANSAS IS HONORED ON 60TH YEAR IN JOURNALISM

Cyrus H. K. Curtis Presents Clock to Veteran Editor at Biltmore Banquet—Irvin S. Cobb Toastmaster—Howe Celebrates 73rd Year

A CLOCK was presented to Edgar Watson Howe, the "Sage of Potato Hill," at a dinner given in his honor last Friday at the Biltmore Hotel in New York by a group of writers, editors and publishers. The presentation speech was made by Cyrus H. K. Curtis, who spoke about "the blessings of old age."

Mr. Howe was 73 years old on May 3. All but 13 of these years he has spent in newspaper work, starting as a printer back in the days just after the Civil War.

Speakers at the dinner referred to him variously as a "Kansas Diogenes," a teacher, a "lean-minded exponent of philosophy."

When it came his turn to speak, Mr. Howe said he had reached the time of life when ladies kissed him good-bye and he did not much care for it.

He told how, as editor and publisher of the *Atchison* (Kan.) *Globe* he tried to make Atchison rival Kansas City, but confessed there were now 2,000 fewer people in his home city than when he started the campaign.

Irvin S. Cobb was toastmaster at the dinner. He introduced Senator Arthur Capper of Kansas, publisher of the *Topeka* (Kan.) *Capital* as the first speaker. Other speakers were Robert H. Davis, editor of Munsey's magazine, and Rupert Hughes.

Mr. Howe's big claim to fame is his authorship of "The Story of a Country Town" which dates back to 1883. He has since written many other books, including a number made up of clippings from Ed Howe's Monthly. Some of the titles are "Ventures in Common Sense," "The Anthology of Another Town"; and "Travel Letters from New Zealand, Australia and Africa."

Writing in the *New York World* last week, Harry Hansen who conducts the "First Reader" column commented in part as follows on "The Story of a Country Town:"

"'The Story of a Country Town' is naturalism—plain, straightforward narrative without any romance or illusion in it, and also without any inward glow. It fits into our time because, after forty years, our dominant writers are those who look life unflinchingly between the eyes. But despite Howe's pioneering it would be folly to say that he founded a school, or was the father of Dreiser or Lewis. He was merely himself, and for a long time remained a voice crying in the wilderness.

"You will get a better idea of what a strange child 'The Story of a Country Town' was when you remember that it appeared when Henry James was writing 'The Bostonians;' George W. Cable was fashioning 'Creole Days;' Mark Twain was writing 'Life on the Mississippi;' Joel Chandler Harris was listening to Br'er Rabbit; Frank R. Stockton, Edward Everett Hale, Celia Thaxter and Bliss Carman were among the elect. Fashionable audiences went to the theatre to see Salvini, Booth, Irving, Barrett, Modjeska and Bernhardt. And Joe Pennell and Elizabeth Robins Pennell were pedaling up and down Italy and writing fascinating travel sketches, and Andre Castaigne was drawing for the Century.

"Howe has the typical attitude of the American provincial towards foreigners. He hates the sea because he is of the prairie. He cannot understand those strange persons who pretend to like ship voyages.' He hates foreign cooking. This is typical.

"'Australians have a little of the swagger and strut you detect in Chicago people, whereas New Zealanders are as modest as people living in St. Louis or any less prosperous and enterprising city.'

"He gets his effects by putting a universal human trait into a specific homely mold. When he tells about the man who used to smoke five-cent cigars until a traveling salesman gave him a twenty-cent cigar—'and it made him sick'—he has written a whole essay. When he advises you to be better than average because average wages are pretty low he has preached a whole sermon. His humor it not what you call infectious, but it comes out of a corner of his mouth."

PUBLISHER BUYS HUGE PULP TIMBER STAND

George T. Cameron of San Francisco Chronicle and Associates Get 835,000,000 Cubic Feet in Alaska

The bid of George T. Cameron, president of the *San Francisco Chronicle*, and associates for the purchase of 835,000,000 cubic feet of pulp timber in the vicinity of Juneau, Alaska, was accepted in Washington, April 30, by the Forest Service.

Mr. Cameron and his associates submitted the only offer, agreeing to pay the minimum prices set forth in advertisements for bids of 60 cents per hundred cubic feet for spruce pulpwood and thirty cents per 100 cubic feet for hemlock pulpwood.

The contract awarded was the second made recently by the government, the two being the largest timber sales ever made by the Forest Service.

The contract requires the construction of a paper mill of at least 200 tons daily capacity and its enlargement within 15 years to a minimum capacity of 400 tons.

The Cameron group has filed with the Federal Power Commission an application for a power permit covering Long and Crater Lakes, in Port Snettisham.

NEW I. P. STOCK ISSUE

To Raise $15,000,000 in $30 Shares to Cover Wood Purchase

New financing through the issuance of 500,000 shares of common stock will be undertaken shortly by the International Paper Company. The new issue, underwritten by the International Securities Company, will be offered to stockholders of record May 16 in the ratio of one new share for each share held on that date.

The subscription price has been set at $30 a share, compared with a closing market quotation May 3, the date of the announcement.

The sale of this additional stock at 30 will raise $15,000,000 for the company, which will be used to reimburse the treasury for recent large purchases of timber land and the expansion of its plants.

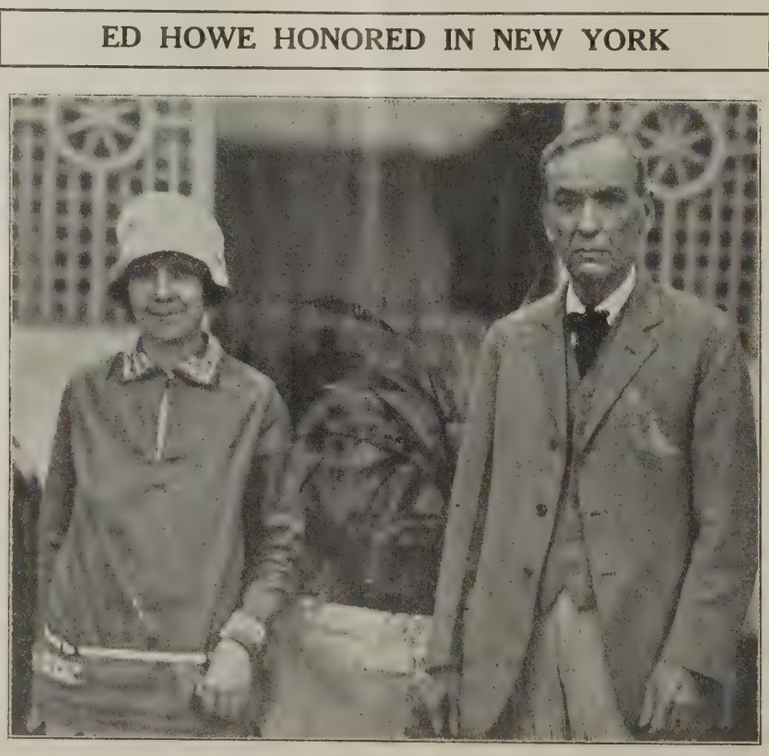
The last financing carried out by International Paper was last October, when an issue of $25,000,000 in 6 per cent convertible debentures was publicly sold at 98 by a syndicate of bankers.

The company's total funded debt totals $71,615,100, while its outstanding capital stock consists of $28,952,700 in 7 per cent cumulative preferred, $2,867,300 in 6 per cent cumulative preferred and 500,000 shares of no par value common. There is an authorized issue of 1,000,000 shares of common.

TWO CONFERENCES LED TO A. P. SETTLEMENT

IN its account of the Associated Press bond and protest action last week EDITOR & PUBLISHER made it appear that the negotiations were between President Frank B. Noyes and John Francis Neylan and that there was but one conference. This statement was incomplete. The negotiations resulted from correspondence between A. H. Vandenberg and President Noyes and the first conference was attended by Mr. Noyes, John W. Davis, counsel for the Associated Press; Mr. Vandenberg, Col. Robert Ewing and Mr. Neylan. Satisfactory progress was made at this conference and a second conference was called, attended by all those present at the first meeting and also A. P. Directors Maj. Robert McLean and J. R. Knowland. After several hours' discussion this conference recommended that the entire bond and protest right matter be referred to the commitee of six. This was done.

ED HOWE HONORED IN NEW YORK



Edgar W. Howe photographed in Florida, with his niece Adelaide Howe, where they spent a part of the winter.

STRONG TO TELL I. A. ADVERTISING PLANS

Chicago Publisher to Speak at Advertising Commission Meeting in Baltimore May 10-11—Program Completed

Walter A. Strong, publisher of *Chicago Daily News* will outline p of the Advertising Commission of International Advertising Associa to "advertise advertising" at the c mission's meeting to be held in B more May 10-11.

The program, announced by Frank McClure, Chicago, chairman the commission, will also include ports of special committees on uni educational courses in advertising on the functions of the commiss Specific functions of two media—s cialties and directories—will be cussed respectively by Mrs. Ber Blackwood, Chicago, and Colonel H. Burdick, Detroit.

Other speakers will be C. K. Wo bridge, president, and Earle Pears general manager of the I. A. A.; H T. Cherington of J. Walter Thomp Company; Frank M. Surface, ch Domestic Commerce Division Bur of Foreign and Domestic Commer Albert C. Ritchie, Governor of Ma land; Howard C. Jackson, Mayor Baltimore; Dr. Charles Stelzle, N York, who will discuss a recent tional Go-to-Church campaign, George J. Cadwell, American Writ Paper Company, "Standardization Papers."

Retail, agency, direct mail, s managers and Better Business Bur departmental sessions are also sch uled.

A tour of Chesapeake Bay will be entertainment feature.

WINS FREIGHT REDUCTION

Chicago Tribune Gets 50c a Ton From Canadian Roads

The traffic department of the *Chic Tribune* has succeeded in obtaining a reduction of 50 cents a ton from Canadian National and Grand Trunk r roads on newsprint shipped from Thor to Chicago, thereby saving the Trib approximately $47,000 a year.

The Tribune took the stand that it being charged too much proportiona for the transportation of its paper fr Thorold and Tonawanda to Chica The reasons were placed before the Int state Commerce commission last Dec ber, with 30 pages of drawings and gra to show that the Thorold rate was high. Another booklet with 21 pages graphic exhibits was submitted on situation from Tonawanda.

The Canadian National and Gra Trunk railroads offered the Trib a flat reduction of 50 cents ton on newsprint shipped from Thor and the offer was accepted. The Trib withdrew its complaint insofar as affected Thorold.

The paper is continuing its fight agai the New York Central, however, to h the freight rate from Tonawanda to C cago reduced.

TAX REFUND DENIED

Cedar Rapids (Ia.) Gazette-Republica $14,497 Claim Is Disallowed

The board of tax appeal has ru against the Cedar Rapids, Ia., Gaz Company, publishers of the *Gazette-publican* in its $14,497 tax refund c The company sought to include $15, annually for the years 1919-21 in inves capital account. In former years amount had been spent in building cir lation. The board also refused to all $35,700 spent in building up a refere library of information, news matters pictures to be included as capital inve ment and a deduction of $4,135 for am tization of library expenses was allowed.

TOLEDO BLADE OCCUPIES $1,500,000 PLANT

resident Coolidge Pushes Key Setting Huge New Presses in Motion May 2—100,000 Square Feet of Floor Space in Two Story Building—Notables Felicitate Paul Block, Publisher

HE Toledo Blade took possession of its new $1,500,000 home on Monday ay 2.

Promptly at 9:30 o'clock in the morning esident Coolidge, seated in the East om of the White House, opened the mous golden key which released the ctrical energy that set in motion the ttery of new presses, publishing the st edition of the day in the new build-g.

Gathered in the Blade's huge new press-om were the executives of that news-



Completed plant of *Toledo Blade*

aper and invited guests. These included aul Block, president and publisher of the lade; Mayor Mery of Toledo, and mem-ers of his official family; Adam Kuhl-an, president of the Toledo Chamber of ommerce and other prominent citizens.

Scores of congratulatory letters were eceived by Mr. Block and the Blade, in-uding expressions from President oolidge, Governor Alfred E. Smith of ew York, Senators Frank B. Willis and . D. Fess of Ohio, Nicholas Longworth, peaker of the House of Representatives; enator Couzens of Michigan and Mayor ames J. Walker of New York City.

The President's letter of congratulation ollows:

"My dear Mr. Block: It is a pleasure to xtend my congratulations to you and the itizens of Toledo upon the opening of the ew building of the Toledo Blade. I am lad to hear of the progress made by this nfluential journal since you have taken old of it.

"Best wishes for continued success.

"Very truly yours,
(Signed) "Calvin Coolidge."

Governor Smith wrote Mr. Block as ollows:

"Dear Mr. Block: I want to congratu-ate the Toledo Blade, as well as yourself, n this, the first day in the fine new plant o which your paper has just moved.

"I know the excellent, as well as in-luential, standing of the Blade in its erritory and knowing you as I do I am ure it will continue to have the kind of irection which a newspaper should have nd which the people of the community eserve.

"I congratulate you and wish the oledo Blade continued success.

"Sincerely yours,
(Signed) "Alfred E. Smith
"Governor of New York."

The speaker of the House sent the fol-owing felicitations:

"My dear Mr. Block: I want to extend ny best wishes to the Blade in its new nd beautiful home.

"The Blade has been one of the out-standing newspapers of the country for many years, and today its influence is greater than ever.

"I congratulate you and wish you well.

"Very sincerely yours,
(Signed) "Nicholas Longworth
"Speaker House of Representatives."

The task of moving the Blade from the building it had occupied for the past 30 years to the new home was accomplished without a single edition being missed or being delayed one minute. Every one of the more than 350 employes was assigned a part in the moving. A change from the old to the new was made with a conspicuous absence of confusion and disorder. Not one of the 50,000 advertising cuts and mats was mislaid or lost.

The moving was started on the morning of April 30 and when the presses had finished the last edition of that day, the new presses in the new home were ready to take on the task of printing the next edition of the Blade.

The new Blade building has a total frontage of 312 feet and a depth of 110 feet. Bedford stone, Italian marble and brick were the materials used in its construction. It is steel reinforced throughout and is absolutely fireproof. There are two floors with a mezzanine between, a basement and a sub-basement, providing more than 100,000 square feet of floor space.

All the departments have the advantage of an abundance of natural light, the building containing 23,300 square feet of glass, representing more than 3,000 separate panes. In the construction of the building, 685 tons of structural steel and 100 tons of reinforcing steel were used. It required five miles of steel pipes for plumbing and heating purposes, 105,000 feet of wire and nearly 6,000 electrical connections.

The entire building is scientifically ventilated in a manner that provides a complete change of air throughout every 19 minutes. The air is washed and kept free from the dust and dirt that ordinarily permeates the atmosphere. It is not necessary to open a window to ventilate or keep the building cool.

The new Blade building is of Spanish Renaissance architecture carrying out the early traditions of Toledo, O., which was named after Toledo, Spain. Thus also was inspired the name of the Toledo Blade, suggested by the famous blades of Toledo, Spain. Fifty-one years ago at the Philadelphia Centennial exposition the city of Toledo, Spain presented to the Toledo Blade a beautiful coat of arms. The presentation was made through the American Ambassador to Spain. The coat of arms consists of a full sized Toledo Blade crossed over its own scabbard, with the shield of Toledo, Spain above and the bright colors of Spain for a background. This tribute adorns the walls of the business office.

The Blade's business office occupies one-half of the entire ground floor and has three subdivisions—one for the accounting department, one for the classified advertising and the third for the local display advertising. A spacious lobby connects all three departments. The floors of the business office are laid in Tennessee marble and the counters are covered with black terrara glass. The business office is finished in black walnut and furnished with new metal furniture to match.

The pressroom which occupies one-half of the ground floor and basement is equipped with new 16 unit low construction super-speed Goss presses in a straight line, all in view from the outside through large windows making a line 160 feet long. The presses are equipped with Cline reels and have a maximum capacity of 210,000 twenty-four page papers an hour or 84,000 fifty-two to sixty-four page papers per hour.



View of *Toledo Blade* business office

Steel tables with a total length of 150 feet parallel the row of presses and from these the papers are carried by conveyors to the loading platforms to a fleet of 20 trucks. All loading and unloading is done under cover, in a driveway that has three exits to the streets. In this way, the delivery of papers is expedited without lost motion or delay.

The front half of the second floor is occupied by the executive offices, the editorial department and by the circulation department. Saw tooth skylights and spacious windows make artificial light unnecessary during the daylight hours.

In the composing room which occupies the rear half of the second floor there are installed 20 new linotype machines, augmented by monotypes, giant type casters and other type making units.

The stereotyping department is equipped with new machinery throughout, including a double junior autoplate capable of producing 360 plates an hour. The Blade adopted the dry mat system with the first edition in its new home and also changed its columns from 12½ ems to 12 ems.

In the basement there is storage room for 60 carloads of paper. To handle this the Blade has installed a miniature railway system, electric loaders and tiering machines, making it possible for one man to handle unassisted three carloads of paper a day.

The Toledo Blade was first established as a weekly in 1836, a year or two after Toledo was incorporated as a city and when the total population was about 1,000. In 1848, the Blade began its career as a daily newspaper. It is now the oldest business institution in Toledo, entering upon its 91st year.

Invited guests and executives of the Blade were grouped around the press when the first papers to be issued from the new building were printed. Others stood on the balcony overlooking the pressroom.

Paul Block, president and publisher, was accompanied to Toledo by his young son, Billy. Associates who were in his party included: Charles J. Boyle, vice-president of Paul Block, Inc.; Arthur Thurnau, vice-president of Paul Block, Inc.; Harry J. Auth, general manager of the *Newark Star-Eagle;* Daniel Nicoll, assistant to the president; Gilbert Falk, business manager of the Newark Star-Eagle, and Herbert Haskell, Frank K. Curtis, Fred Salsman and Paul Frank.

A. B. C. DIRECTORS MEET

Newspaper Bulk Sales Discussed—Conybeare Named a Director

A general discussion of bulk sales of newspapers was held before the April meeting of the board of directors of the Audit Bureau of Circulations at the Astor Hotel, New York, last Friday. No changes in the present rules were effected. The next meeting of the board will be held in Chicago, May 24.

S. E. Conybeare, of the Armstrong Cork Company, Lancaster, Pa., and president of the Association of National Advertisers was elected a director to succeed B. H. Bramble, formerly of the American Chicle Company, who has joined the Baker Advertising Agency, Toronto.

NEW COAST SERVICE

Pacific Coast News Service, a new service having for its purpose a more intensive coverage and dissemination of California news, began operation on April 25. Its headquarters will be in Los Angeles. Its president is Dr. Frank F. Barham, publisher of the *Los Angeles Evening Herald.*

FORUM ON NEWSPAPERS A FEATURE OF ADVERTISERS DETROIT MEET MAY 9

National Group to Celebrate 17th Anniversary—Copy Research, Market Analysis and Dealer Co-operation Program Topics



A group of leaders of the Association of National Advertisers snapped last week at the Waldorf-Astoria, where they attended the luncheon of the 100,000 Group of American Cities. Reading left to right (seated) Philip L. Thomson, publicity director, Western Electric Company; Ida Clarke, advertising contractor, Scott & Baume; Samuel E. Conybeare, advertising manager, Armstrong Cork Company, and A. N. A. president; Edward T. Hall, vice-president, Ralston-Purina Company. (Standing) E. D. Hess, president, Keystone Pecan Company; Merle B. Bates, advertising manager, Life Savers, Inc.; George Dock, Jr., advertising manager, William R. Compton Company; C. F. Beatty, formerly of the New Jersey Zinc Company, now with an advertising agency; Gilbert H. Durston; William A. Hart, director of advertising, E. I. duPont de Nemours Company; and Arthur H. Ogle, secretary and treasurer of A. N. A.

A COMPLETE program for the semi-annual convention of the Association of National Advertisers to be held in Detroit, May 9-11, was announced this week in New York. The association will celebrate its 17th anniversary at the meeting. Fifteen of the founders are still actively engaged in some phase of advertising or marketing and a number of them, including E. St. Elmo Lewis, the association's first president, and O. C. Harn, who succeeded him, will attend the banquet May 10.

The subject of the Detroit convention is "Laying the Foundation of an Advertising Campaign," under which will be discussed market analysis, copy research, mediums including radio, dealer co-operation, the place of advertised products in the department store. The complete program of addresses follows:

MONDAY, May 9: Principles of Industrial Advertising, Malcolm Muir, vice-president, McGraw-Hill Publishing Company.

Educational Advertising and Industrial Marketing, W. L. Towne, General Electric Company.

An Inquiry Into Business Paper Rates, W. S. Lockwood, advertising manager, Johns-Manville, Inc.

The Nationally Advertised Product in the Department Store, Ralph Yonkers, advertising manager, the J. L. Hudson Company.

The A.N.A. Newspaper Program—A Members' Forum, discussion led by Verne Burnett, secretary, advertising committee, General Motors Corporation and chairman, A.N.A. Newspaper Committee.

TUESDAY, May 10: Can Engineering Principles Be Applied to Advertising? C. F. Kettering, President, General Motors Research Corporation, vice-president, General Motors Corporation.

Trading Areas as a Basis for Market Analysis, T. O. Grissell, George Batten Company.

Stalking the Prospect, Professor John L. Brumm, University of Michigan.

Testing the Copy Appeal, Claude C. Hopkins, advertising counselor.

Luncheon: 12:30 p.m. with Detroit Adcraft Club.

Known Facts About Circulation and How to Use Them, O. C. Harn, managing director, Audit Bureau of Circulations.

Magazines as a Primary Medium, Lee H. Bristol, secretary, Bristol-Myers Company.

Formal dinner at 7 p.m. to be addressed by Theodore F. MacManus, MacManus, Inc. and James Schermerhorn, both of Detroit.

WEDNESDAY, May 11: Newspapers as a Primary Medium, J. C. McQuiston, advertising manager, Westinghouse Electric & Mfg. Co.

Radio as an Advertising Medium, Merlin H. Aylesworth, president, National Broadcasting Company.

Members' Experiences With Radio Advertising, W. Russell Green, advertising manager, The Charles E. Hires Company; J. A. Taylor, general sales manager, W. S. Quinby Company.

Selling Advertising Material to the Dealer, Marshall B. Cutler, advertising manager, J. P. Smith Shoe Company.

TO PAY 35 PER CENT

Court Allows Bankrupt Rochester Paper to Pay Creditors That Amount

Permission to pay 35 per cent on the creditors' claims against the defunct Rochester (N. Y.) Herald Company, was granted John W. Remington and John W. Baker, receivers, in a report filed in Federal court at Buffalo. Judge Hazel signed the order.

The report showed receipts of $787,623 since August 3, 1925, and disbursements of $505,008.

The receivers asked that the $282,623 surplus remaining in the bank be used to permit a 35 per cent payment to creditors. The $100,461 remaining after the payment would be held until final settlement, when an additional 15 per cent will be made.

The receivers asked payment of $7,500 back for their work, and $20.000 payment to Harris, Beach, Harris & Matson, attorneys who collected $12,511 from subscribers and $75,478 from advertisers as a result of judgments returned on 100 cases brought in Rochester.

The newspaper equipment and property was sold in February to the Rochester Printing company and publication was suspended in February, 1926.

N. Y. NEWSPAPER CLUB ELECTS LYNCH

Herald Tribune Man Beats Lee by 2 Votes for Presidency—Administration Candidates All Win at May 2 Election

By the close vote of 75 to 73, Denis Tilden Lynch, of the *New York Herald Tribune*, defeated James Melvin Lee, of the School of Journalism, New York University, for the presidency of the New York Newspaper Club at the annual elections held May 2.



DENNIS T. LYNCH

The chief plank in Lynch's program was "a bigger and better club house." He was the administration candidate. Mr. Lee, choice of the progressive party in the club, made no mention of this ambition of the club in his campaign literature in which he promised more social entertainments, with speakers on journalism, better food in the restaurant, and better books in the library.

Louis W. Fehr defeated Charles W. Sutherland for first vice-president, 77 to 72; Joseph L. Cohn was ahead of Louis D. Edwards for second vice-president 78 to 71.

Other officers were candidates on both parties and were elected as follows: Frank E. Perley, treasurer; James C. Dalton, recording secretary; and Leslie H. Allen, corresponding secretary.

Administration directors were all elected. They are: William P. Beazell, Harry D. Kingsbury, Sylvester S. May, Michael V. Casey, and Oscar St. T. Armes. Associate directors are L. J. DeBekker and Robert E. Livingston.

Mr. Lynch has been actively engaged in newspaper work since 1902. Sixteen years of that time he has been with the *New York Herald Tribune* and the old *Tribune*.

Mr. Lynch's first job was with the *New York American* as a cub reporter. He also worked with the *Brooklyn Standard-Union* and the old *Daily News*, doing general work and politics, and with the Leslie Syndicate, in charge of fiction and special articles.

For a short time he was on the *Boston Post*, and then returned to New York with the City News Association as rewrite man, police court reporter and general assignment man.

From the City News he came to the Tribune under George Burdick and Arthur Draper and has been with the organization ever since. He started doing general assignments, but shortly went into political reporting.

Mr. Lynch covered the Legislature at Albany for the Tribune for the first time during the 1914 session, and every year after that until 1924. In 1915 he covered the Constitutional convention.

Throughout his service in Albany Mr. Lynch was a member and officer of the Albany Legislature Correspondents' Association, and for two years was Chairman of the Board of Directors.

MIAMI EDITOR HELD FOR CRIMINAL LIBEL

Tom Arnold of Tribune Out on $1,500 Bond in Action Brought By Political Candidate Based on Editorial

Tom Arnold, managing editor of the *Miami* (Fla.) *Tribune*, which recently discontinued as a daily and now appears as a weekly, is at liberty on a $1,500 bond to answer a charge of criminal libel preferred against him, as the climax of a municipal election campaign, by E. G. Sewell, a candidate for city commissioner. Mr. Arnold was arrested by a deputy sheriff and was held at the County Jail for a few hours until bail bond had been executed.

The charge of criminal libel against Mr. Arnold followed publication in the Tribune of a front page editorial under date of April 22, in which it was asserted that "forgery and duplication" had been used in obtaining signatures to the petition required to bring Mr. Sewell before the voters as a candidate for nomination to the city commission. The Tribune article intimated that there had been a large number of duplication of names and addresses and that in addition to this the name of one George Moses had been forged to the document.

Mr. Sewell also took exception to another editorial in the same issue referring to him as a "brass collared spaniel whose chain is held by Frank B. Shutts." Mr. Shutts is publisher of the *Miami Herald*. Mr. Sewell's complaint recites that publication of the Tribune editorials were such as "to incite to a violation of the criminal law."

Following his release Mr. Arnold produced a letter signed "George Moses" which represents Moses as having said: "I did not sign that petition for Mr. Sewell, the name and address is a forgery." Preliminary hearing in the case has been set for next week. Conviction on a criminal libel charge in Florida provides a fine of $1,000 or imprisonment for one year.

DINNER FOR PERSHING

Six Paris Correspondents Who Covered War Honor U. S. General

(*Special to* EDITOR & PUBLISHER)

PARIS, April 22.—Celebrating the tenth anniversary of the entry of the United States into the World War and their first official meeting, six former war correspondents, all of them still stationed in Paris, last night fought again the battles of the Western front with General John J. Pershing, who was their guest at a private dinner in his honor at a Paris restaurant.

For several hours between courses and over the liqueurs, the Commander-in-Chief of the A. E. F. and the men who "covered" the American fighting, recalled war-time incidents and discussed conditions in post-war Europe. They also exchanged views on the forthcoming American Legion Convention in Paris and the meaning of Franco-American understanding.

The war correspondents honoring General Pershing were Percy Noel, war correspondent for the *Chicago Daily News;* Henry Wales, *Chicago Tribune;* Guy Hicock, *Brooklyn Daily Eagle;* Edwin James, *New York Times;* Wilbur Forrest, *New York Herald Tribune,* and Floyd Gibbons, Chicago Tribune.

RACING DAILY RAIDED

Police, on April 30, visited the office of *The Sportsman*, a Montreal daily racing publication, known as "the green sheet," arrested the proprietor, his brother, and seven employes, and seized telegraph and telephone equipment, printing plates and copies of the paper. Sergeant Detective Gilbert Laverdiere, in charge of the party, charged the owner Ivan Kuranoff, and his brother, Irving, with furnishing bookmakers with information.

READERS VOTE THEIR PAPER "A LIVING WAGE"

Majority of Duluth News Tribune Subscribers Agree to 50 Per Cent Boost in Price, Following Appeal Made by Reed Taft Bayne, Publisher—Circulation Increases

By PHILIP SCHUYLER

OW subscribers of the *Duluth News Tribune* voted to raise the subscrip- price 50 per cent was told last week Reed Taft Bayne, president of the lishing company.

Ir. Bayne had purchased the paper ear ago last June. Two years ago previous owners had reduced the e of the home-delivered News bune from 18 cents a week to 10 s. Mr. Bayne thought this was un- nomic and said so.

Don't boost the price now," he was ised. "You'll lose too much circula- . Better wait a while."

ut Mr. Bayne was not disposed to t.

I'll tell you what we'll do," he said. e'll have our readers vote whether not they are willing to pay more ney for a better paper."

here was fear and trembling in the e of the News Tribune when Mr. ne insisted on carrying out his azy" plan. The attitude was changed month, however, when the April ernment statement was published. e statement showed a sworn circula- of 33,429. One year ago at the 10- t rate, the average circulation was 57.

he story of a 50 per cent increase price that increased circulation repre- ts a well organized direct-by-mail paign engineered by Mr. Bayne. It an on Dec. 16, when in a long letter all subscribers Mr. Bayne sought to nd them out on whether or not they ld be willing to pay more money for improved newspaper.

In this initial letter the publisher told readers frankly about increased cost newspaper production. He told how had added more Associated Press es and new syndicate features.

As a matter of fact," he wrote, "we spending $18,000 a year more on ss service, news features and pictures n we did when the price of the paper 18 cents a week.

And this is only an example of the y in which the cost of producing the er has increased in other ways. Our nters have just been given the second rease in pay granted since the 10- t-a-week rate went into effect. Our nters are members of the typographical on and I am glad of it. Union nters are high-class workmen who can depended on, but the two increases in demanded and obtained have not n easy to meet under present condi- ns.

If we are to continue our policy of ing you a bigger and better paper add, as I want to add, the big league tures of a metropolitan newspaper we st have more revenue.

With the kind of a newspaper we trying to run there are only two rces of obtaining more revenue and t is from the advertiser or the sub- iber.

I am not in this letter asking you an increase in subscription rates. But ould like to publish a paper of which might really be proud, and sometime rtly, I may ask for a partial, not en- , restoration of the old rate."

The next letter Mr. Bayne wrote was ask the readers to vote on whether not the price should be increased. e letters were delivered by the carriers enclosed with them was a ballot, viding for a negative or affirmative e.

The ballot itself was not without chological significance. It was a card asuring about eight by two inches and ided in half with a dotted line for y tearing. One half was white and s the affirmative vote; the other was low and asked for the reader's signa- e to the following declaration:

'If the price of the News Tribune is ced at 15 cents a week for seven issues, daily and Sunday, I feel that I will have to stop the paper."

"Of course we chose the yellow color on purpose," Mr. Bayne said. "Many of the letters that resulted from our campaign contained comments denying the writers had 'yellow streaks' in them."

The other half of the coupon asked readers' signatures to the following:

"In order that the News Tribune may keep improving and give the people in this territory a real metropolitan daily and Sunday newspaper, independent in news and editorial policy, I am willing to give the paper a fair trial at the 15-cent-a-week rate, with the understanding that I can stop the paper any time I am dissatisfied."

In the letter accompanying the voting coupons, Mr. Bayne declared he would not be satisfied if only a bare majority were willing "to grant us a better rate."

"I want this thing to go over by an overwhelming majority or not at all," he wrote.

"I am not asking for a full restoration of the old rate of 18 cents a week, although that doubtless would be justified.

"If the News Tribune is to maintain its independence and editorial honesty, refusing dictation from any political party or special interest, then it can have only two sources of revenue, from its advertisers and from its subscribers.

"That is why I am asking a living wage for the News Tribune, because I want to keep it unbossed and independent, devoted solely to the best interests of this great community."

The carrier boys of the News Tribune took this second letter to the 22,000 subscribers represented on the "home delivered" list in the circulation books. Of this total about 19,000 are in Duluth and 3,000 in Superior.

Mr. Bayne said this week that a total of approximately 19,000 voted on the question and that 80 per cent agreed to the increase. The price was raised consequently, the first of this year.

"These votes proved very valuable to our circulation department," Mr. Bayne said. "We were able to call on all those who said they would be unwilling to pay the increased rate before we boosted the price. We did call on them, and were able to sell most of them before the increase went into effect.

"You can't imagine how valuable it is to know before hand who your kickers are going to be. Our carriers went right to work on the 'yellow' crowd and out of every 30 who said they would drop, only three carried out the threat.

"During the worst period, the biggest drop we had was 1,600.

"So confident were we that there would be no permanent drop that we promised rebates to our advertisers if our circulation dropped and we are continuing these rebate promises.

Mr. Bayne was asked what he is doing with the extra nickels he is receiving from his subscribers each week.

"We give one cent more to our carrier boy," he said, "Another half-cent goes into a bonus fund to be distributed among carriers for excellence in service; and the remaining three and a half cents out of every nickel goes to the News-Tribune, thank you very much."

The full text of the two letters which formed the basis of the News Tribune's campaign are printed herewith in the order of their delivery to the readers.

The first letter read:

December 16, 1926.

"Dear Subscriber: Speaking before a group of editors in Ohio the other day a well known newspaper man said there are four kinds of newspapers in the United States.

"First, there are the political organs, controlled by some political boss or party organization and obtaining a large part of their revenue from this source.

"The News Tribune refuses to wear a party muzzle or accept political dictation in the hope of gain or support.

"Second, said the speaker, are the newspapers that are taken care of by some special interest whose game they play in return for generous financial assistance.

"The News Tribune refuses to be that kind of a newspaper.

"Third are a few newspapers whose owners are sufficiently wealthy so that they can afford to lose a large amount of money for the personal satisfaction of publishing a newspaper which conforms to their ideals.

"But unfortunately, neither I nor my associates have the money to lose on that kind of venture.

"And fourth, according to the authority quoted, are the newspapers that are trying to represent and boost the community in which they are published, who are responsible only to their readers and whose news and editorial policy is honest and unbiased, because their entire financial support is derived solely from their subscribers and advertisers. This last is the kind of a newspaper the News Tribune is determined to be.

"I believe it is the kind of a newspaper that you and a great majority of its subscribers want it to be.

"Anyway, it is the only kind of a newspaper I will publish.

"This means that the News Tribune must obtain every cent of its support from legitimate advertising and subscription revenue.

"A year and one-half ago the price of the News Tribune was reduced from 18 cents to 10 cents a week. That is the lowest price charged for a seven day a week paper in any city in the United States, large or small, where the Sunday issue is without local competition.

"When we cut the price we increased the size and improved the quality of the paper. Do you realize that we are giving you almost twice as many pages a week for 10 cents as we once gave you for 18 cents?

"And not content with cutting the price and doubling the number of pages, we improved the quality. We added the metropolitan Associated Press wire to our regular state wire, so that Duluth is now the smallest city of the Middle West, and the News Tribune the only newspaper in Duluth that subscribes to it. This metropolitan wire enables us to give you the most complete and last minute dispatches on state, national and world events obtainable anywhere, as well as box scores and detailed news on sporting events. Six months ago we added a third wire to, being the complete New York stock market and other financial news.

"We are giving you the highest priced and most popular comics and features that money can buy.

"As a matter of fact, we are spending approximately $18,000 a year more on press service, news features and pictures than we did when the price of the paper was 18 cents a week.

"And this is only an example of the way in which the cost of producing the paper has increased in other ways. Our printers have just been given the second increase in pay

(*Continued on page 42*)

NEW YORK NEWSPAPER MEN VISIT FLEET IN HUDSON



A group of newspaper men and sport celebrities visited the fleet on May 3, in the Hudson River, as the guests of Frank Cheek, owner of the cabin cruiser "The Last Drop." They are, Left to right: (Standing on boat) Fred Fletcher, rod and gun editor, *New York Herald Tribune*; Frank Cheek; Young Kaufman; Orson Munn, of the *Scientific American*; Edward Egan, Tunney's sparring partner; John Stafford (behind Egan); Gene Tunney, heavyweight champion; "Big Bill" Edwards; Cornelius Vanderbilt, *New York Daily Mirror*; James Thompson, of the advertising department, Herald Tribune; Bernard Gimbel, E. G. Rich, city editor, Herald Tribune, and F. O. Thissell, Jr., of Boston.

JUDGE WARNS EDITORS OF CONTEMPT, BUT REFUSES TO HOLD THEM

Attorney for Accused Demands Commitment for Contempt but Court Merely Asks Close Supervision of Future Reports

THE handling by the press of reports of criminal trials figures in a situation which developed in Toronto on May 3. In opening the case on May 2 of the Crown vs. B. J. Brooks and Dr. O. C. J. Withrow charged with manslaughter and attempting to procure an illegal operation, the presiding judge, Mr. Justice Logie, said, "In the exercise of my discretion, I have decided to exclude the public from this case. The press will be allowed in. Of course, the press will use the discretion which the Toronto press always uses and will not send certain details of this case into every home in Toronto."

When the court opened on the morning of May 3, R. H. Greer, K. C. called the attention of the Judge to the reports carried by the *Toronto Globe* and the *Toronto Mail and Empire*. The jury was taken to an ante-room while the matter was under consideration. In the case of the Globe complaint was made of a heading, "Brooks flippant after Ruth's Death." In that of the Mail and Empire of a surmise as to a certain course to be taken and certain evidence that might or might not be brought out. The Judge declared that the references were quite improper but he did not think that there was sufficient reason to warrant calling for a new trial.

"So long as the courts in Canada maintain their independence the press must respect the rules devised for a fair trial," he remarked. "This sort of thing strikes at the root of a fair trial. Of course in such a case the contempt is not of the judge but of the court itself and of the court system."

Mr. Greer thereupon moved for the appearance of the persons responsible and the Judge made the order directing the Sheriff to see that the proper persons were summoned to appear at two o'clock.

Harry W. Anderson, managing editor of the Globe, and Murdock Macdonald, city editor of the Mail and Empire, appeared in court promptly at the hour. Once again the jury was removed. Mr. Greer moved for a committal of the two for contempt of court, alleging that the publication of such headlines and surmises might seriously interfere with the fair and impartial trial of the case. The Judge thereupon addressed the editors as follows:

"Counsel for the prisoner has moved to commit you for contempt of court in publishing first of all, in the Globe the glaring headlines complained of, and in the Mail and Empire the statement which you have heard read.

"It is only in very extreme cases that the extraordinary jurisdiction of the court to fine or commit a newspaper editor for contempt is resorted to. Here, in the Globe case, I think the heading, 'Brooks Flippant After Ruth's Death,' is perhaps a statement as it is in the headlines one that should not be made. It is true that the witness said that; but you make a headline of it—probably a mistake.

"As to the Mail and Empire publication referring to the statement of Ruth Dembner and the fact that it is to be contested is quite improper because it might interfere with a fair trial.

"I don't think they are extreme cases which should be dealt with harshly by this court; and perhaps, gentlemen, knowing the high standard on which both of you conduct your papers, that perhaps some additional supervision will be had over reporters so that complaint may not arise that fair trial has not been had by these men.

"That is just contempt of court—not contempt of the judge or anything of that kind; but interference with the administration of justice.

"Of course, after the trial, after everything is over, the jury and the court may be subject to the fairest criticism; and that is part of our system. If after a trial a newspaper thinks there has been a miscarriage of justice it is perfectly free to say so, but only because it does not prejudice a man at his trial.

"That is all I require of you. I hope you will see to your subordinates that for the rest of this trial statements are not published which are prejudicial to these men.

"You are now dismissed."

Commenting on the action of the Judge the Globe said editorially:

"The editor of the Globe was summoned to appear before Mr. Justice Logie yesterday, on motion of Mr. R. H. Greer, K. C., counsel for Mr. Bartlett J. Brooks, because of the wording of a heading on the report of the Brooks-Withrow trial. His Lordship took exception to the headline display of a point presented in evidence, which, although accurate in substance, might, he stated, prejudice subsequent witnesses. With the report itself no fault was found, the offense being wholly in the emphasizing through prominent type of an ex parte statement from the recorded testimony of a witness.

"The incident is a noteworthy illustration of the consistent even-handedness with which the Canadian courts administer justice. The Globe's report of the court proceedings conformed with its general policy of insisting upon accuracy, of omitting details which might be objectionable to a sensitive reader or might appeal to the morbidly inclined, and, accordingly, its record of the hearing, while comprehensive, was brief as compared with the lengthy reports in some other papers, but it made an error in judgment, Mr. Justice Logie thought, in selecting the point for its headline, and of this the Court promptly and properly took cognizance. 'Here in the Globe's case,' commented his Lordship, "I think the heading, 'Brooks Flippant After Ruth's Death,' is perhaps a statement, as it is in the headlines, which should not have been made. It is true a witness said that, but to make a headline of it is probably a mistake." It is this zeal in safeguarding the interests of all parties concerned and in seeing to it that there is no outside intrusion upon the precincts of justice, no matter how slight, which has gained for the law courts of this country the respect and confidence they enjoy and has made their pronouncements so effective."

STERRY APPEAL DENIED

Editor Sentenced for Blasphemous Libel Must Serve 60 Days

The appeal of E. V. Sterry, editor of the *Christian Enquirer*, against 60 days' imprisonment for blasphemous libel, was dismissed Wednesday by the second divisional court, Toronto.

Sterry was convicted March 15 by a jury of writings in his paper which tended to ridicule and blaspheme the Deity. One of the phrases he was accused of having written was a reference to God as "an irate old party."

PHOTOS PLEASE KERENSKY

Shows High Interest in Collection Filed in N. Y. Evening Post Morgue

Alexander Kerensky, former provisional president of Russia, had an odd experience last week while going through the new building, *New York Evening Post* at 75 West street, New York. Mr. Kerensky is the editor of a Russian liberal journal published in Paris and wished to see how an American newspaper office is organized. He told Ralph E. Renaud, managing editor of the Post, that he had an especial desire to see the "morgue" or reference library.

Mr. Renaud showed him the collection of envelopes containing the clippings on his career. Kerensky seemed indifferent. But when the stack of photographs of himself was shown him, Kerensky evinced great excitement and interest. There were pictures of him as a boy, as Minister of Justice under the Czar, and as president during his brief period of supreme power. Kerensky said that he had absolutely no copies of pictures such as these, because he had had to abandon everything when he fled from Russia to escape the Bolshevists.

He accepted Mr. Renaud's offer to send him copies of the pictures, and will take a complete collection of them back to France.

SLOCOMB SUCCEEDS WALTER

London Herald Man New Anglo-American Press Group Chief

At a special meeting following the regular weekly luncheon at the Hotel Petrograd, Paris, April 17, the members of the Anglo-American Press Association unanimously elected George Slocomb to succeed Hubert Walter, who resigned as president of the association several weeks ago because of ill health.

Mr. Slocomb is the Paris correspondent of the *London Daily Herald*. He recently returned from a visit to the United States and is a special contributor to the *New York Herald Tribune* and the *New York Herald* of Paris.

Mr. Walter was Paris correspondent for the *London Times*. He was elected president of the Anglo-American Press Association last December, but was forced to resign when his health broke.

David H. Loch, chief correspondent for the *London Daily Telegraph*, was elected British vice-president of the association to fill the place made vacant by Mr. Slocomb's election to the presidency.

TWO SOUTHERN GROUPS TAKING BOAT TRIPS

Alabama Editors Sailed Saturday for New York on Spring Outing—Georgia Press Members Sailing May 11 for Boston

Two groups of Southern editors, members of the Alabama Press Association and the Georgia Press Association, and their wives, are making steamship trips up the Atlantic coast for their spring outings.

The Alabama group gathered in Savannah this Saturday and after spending the day in the city as guests of the Savannah dailies, the Press and the Morning News, boarded the steamship City of Birmingham for a trip to New York.

The Alabama contingent was led by F. W. Stanley, editor of the *Greenville Advocate*, president of the association. R. B. Vail, of Bay Minette, is vice-president, and Horace Hall of the *Dothan Eagle*, is secretary-treasurer. J. C. Williams of the *Talladega Times* is the historian of the group.

A series of entertainments has been arranged for the visitors while in New York. They are to be there two or three days and will return on the same ship. Savannah will be reached May 15 and the members will go from there to their homes.

The Georgia Press Association will leave Savannah on the steamship City of Columbus the afternoon of May 11 for Boston. Their entertainment consists of several banquets in Boston given by the American Mutual Alliance, the Southern Club and local newspaper publishers. They will also visit New Hampshire where the Governor of the state will entertain them at Portsmouth on May 16. The return trip will place the editors back in Savannah May 21.

Enroute to Boston the visitors are to be entertained in Savannah before boarding ship. Mills B. Lane, president of a string of banks in Georgia and South Carolina, is to be host at a breakfast at his country estate near Savannah.

CASSEL RESIGNS FRO N. Y. EVENING WORL

Cartoonist Refused to Use His in Support of Smith for Presi- dent—Succeeded by Weed

Rather than draw a cartoon boos Gov. Alfred E. Smith as the Democr Presidential candidate, John H. Ca has resigned from the staff of the *York Evening World*, for which ne paper he has been political cartoonist the past 11 years. Clive Weed is successor.

Mr. Cassel is now in Silver M Conn., where he intends to spend summer vacation. EDITOR & PUBLIS reached him there by telephone. He that for more than a year the Eve World had known he was opposed Mr. Smith and that "if it came t show down," he would resign.

"I want to have it understood my opposition to Mr. Smith has noth to do with his religious views," Mr. C sel said to EDITOR & PUBLISHER. just don't see him for President, is all. Perhaps it is more the Tamm touch than anything else."

Mr. Cassel also said that he war it made plain that his resignation fr the Evening World did not necessa mean that that newspaper had come definitely for Gov. Smith for Presid There were other personal reasons his resignation, he said, than the Sn cartoon incident.

For some time Mr. Cassel has b drawing cartoons regularly for *American Legion Weekly* in addition his work for the Evening World, he will continue this contract. He also considering several offers wh have been made to him by syndica since his resignation became known.

During the 11 years on the Even World, Mr. Cassel has drawn m than 4,000 cartoons, maintaining alw what many critics have agreed was high standard in pencil and charc These critics have praised him for "rugged strength" of line and the cle ness of conception. His war carto won particular praise.

Cassel was born in Nebraska C Neb. He obtained his art education the Chicago Art Institute. Before coming associated with the Even World he did magazine work, chiefly *Life, Judge* and *Puck*.

Herbert Pulitzer, who is now in cha of the Evening World, referred questi regarding Mr. Cassel's resignation John H. Tennant, managing edit Mr. Tennant refused to comment.

Harold S. Pollard, editor of the E ning World, was quoted by a Brookl newspaper as saying:

"Mr. Cassel left here because he fou himself unable to carry out and cc form to the policy of the Eveni World."

Mr. Weed's last newspaper connecti before succeeding Mr. Cassel on t Evening World was with the *Phi delphia Public Ledger*, where he serv from 1915 to 1918. Prior to that he w with the *New York Tribune*. He h also been cartoonist for the *Philadelph Record, Philadelphia Press*, and *N York Evening Sun*.

WESTERN N. Y. PUBLISHERS ELEC

Merritt M. Landon Named President Rochester Meeting

Merritt M. Landon, of Bath, N. Y editor of the *Steuben County Advocat* on April 26 was re-elected president the Western New York Newspaper Pu lishers' Association, at the closing sessi of the spring business meeting in Roche ter. Mr. Landon became president la year upon the death of F. C. Bickers, Fredonia.

Jesse Barber, editor of the *Waylan Register*, was re-elected vice-presider and E. M. Blosson, editor of the *Broc port Republic and Democrat*, was re elected secretary-treasurer.

Here Is Proof of Detroit News Advertising Effectiveness



Crowds Storm Furniture Store for Hours After Advertisement in Detroit News

A double-truck advertisement in The Detroit News of March 30th brought to the doors of Owen & Company, one of the oldest furniture establishments in Detroit, the crowd pictured above.

Doors had to be locked and purchasers admitted a few at a time. Such response to News advertising, while not ordinary, is nevertheless not unique. Other advertisers have experienced similar results when they have combined effective merchandising with the power of Detroit News' thorough and concentrated circulation.

The fact that this particular advertiser was a furniture seller is all the more remarkable, for furniture represents big money unit sales and shows a surplus in the pockets of the buyers. Furniture buyers are people who have savings, people who are able to gratify their desires for a better home and the little luxuries that make life more pleasant.

The ability of The Detroit News to sell this class of buyers is reflected in its leadership in furniture advertising. During 1926 The News published 3,501,526 lines of furniture advertising, thrice the volume of the next newspaper.

The Detroit News

360,000 Sunday Circulation **The HOME Newspaper** *335,000 Week Day Circulation*

CANADIAN PRESS APPROVES SERVICE EXTENSIONS AT ANNUAL MEET

J. H. Woods Re-elected President—Scott and Gagnon Vice-Presidents—Livesay Re-named General Manager—Canadian Dailies Meet

(*Special to* Editor & Publisher)

TORONTO, ONT., May 4.—The Canadian Press at its annual meeting today approved proposals for extension



J. H. Woods

of service, including a resident correspondent at Washington, D. C. Fifty-two members were present, a record attendance in the 17-year history of the Association.

Directors for the ensuing years as follows:

Maritime—W. H. Dennis, *Halifax Mail;* Howard P. Robinson, *Saint John Times-Globe.*

Ontario and Quebec—Henri Gagnon, *Quebec Soleil;* John Scott, *Montreal Gazette;* E. J. Archibald, *Montreal Star;* E. Norman Smith, *Ottawa Evening Journal;* H. W. Anderson, *Toronto Globe;* W. J. Wilkinson, *Toronto Mail and Empire;* W. B. Preston, *Brantford Expositor;* A. R. Ford, *London Morning Free Press.*

Manitoba.—E. H. Macklin, *Manitoba Free Press;* M. E. Nichols, *Winnipeg Tribune.*

Saskatchewan.—Burford Hooke, *Regina Leader.*

Alberta.—J. H. Woods, *Calgary Herald.*

British Columbia.—F. J. Burd, *Vancouver Province.*

At a subsequent meeting of the newly-elected board of directors, officers for the year were re-elected as follows:

Honorary president, E. H. Macklin; president, J. H. Woods; first vice-president, John Scott; second vice-president, Henri Gagnon; general manager and secretary, J. F. B. Livesay.

Proposals of the management for extension of service, including a resident correspondent at Washington and a much enlarged service of Associated Press news by automatic printer from New York, were approved.

Addressing the members, President J. H. Woods of the Calgary Herald dwelt on the "inestimable value to the people of Canada" of the impartial and unbiased news reports of the Canadian Press, covering the political, economic and social life of the country.

"From every province," he said, "come reports of increasing trade and prosperity. The daily newspapers of Canada will do their share to confirm the confidence and encourage the energies of our people, believing as they do that our Dominion has turned the corner and is now steadily on its way toward great events and a great history.

"It is well that we should remind ourselves frequently of the dignity and importance of our mutual news-gathering enterprise. We realize, as we examine the operation of our offices, its increasing value to us both as an insurance of coverage and as an economy in service. Year by year the Canadian Press is extending its scope, increasing its facilities, and taking on duties of reporting which previously had to be covered individually, and this additional work is being done without any increase in the cost of our operations at all commensurate with the increase in usefulness and service.

"The news report of the management tells of the chief news events of the past year. I may, however, be permitted to refer to and commend the report the Imperial Conference made by Mr. George Hambleton, superintendent of our Ottawa bureau. This report reflected great credit on the Canadian Press. Also, may I refer to the work done by Mr. Champion, our London manager, in connection with the Labrador award. Mr. Champion was honored with the thanks of the Lord Chancellor and the Board of the Privy Council for the accuracy and completeness with which he reported this controversy. I would call your attention also to the establishment of a resident Washington Correspondent in the person of Mr. F. G. Aldham.

"In this connection, and indeed in others, your management would like to express its pleasure at the continuance of our mutual relations with our great ally, the Associated Press. Your general manager was the guest of its Board of Directors a few days ago and received from its president, Mr. Frank B. Noyes, and the general manager, Mr. Kent Cooper, as well as from the Board generally, every assurance of their desire for still closer co-operation. The Canadian Press looks back with gratitude to the personal kindness of Melville E. Stone in its early days, and cherishes its close relationship with that great news gathering organization.

"I would like very much to express my thanks to Mr. John Scott, our first vice-president, for his unremitting co-operation during the past year. I would also like to speak of our honored friend, and honorary president, Mr. E. H. Macklin, who has as usual given much attention to the affairs of our Association, especially in Western Canada. You join with me, I am sure, in deep regret at the death of our second vice-president, Mr. F. B. Ellis, which occurred last winter, and you are aware that, on his resignation at our October meeting, in his place the Board elected Mr. Henri Gagnon of Quebec.

"It is my duty as well as my pleasure to express my deep appreciation of the work of your General Manager, Mr. J. F. B. Livesay, of his district superintendents, traffic officials and staff."

The annual meeting of the Canadian Daily Newspapers Association was held in connection with the annual convention of the Canadian Press.

The board of directors of the association met on Tuesday afternoon. The general sessions opened Thursday morning and continued through the day.

On Thursday evening the annual banquet was held at which the speakers were:

Right Hon. Senator George P. Graham, proprietor of the *Brockville* (Ont.) *Recorder and Times;* Hon. Frank Oliver, pioneer publisher of Edmonton Alta, where he established the *Bulletin* 50 years ago, and R. S. White, M.P., former editor of the *Montreal Gazette.*

Frank Carrel, *Quebec Chronicle Telegraph,* is president of the group.

The following were present at the annual meeting of the Canadian Press:

Andrew W. Robb, *Halifax* (N. S.) *Herald;* T. F. Drummie, *Saint John* (N. B.) *Telegraph-Journal;* O. L. Barbour, *Moncton* (N. B.) *Transcript;* H. P. Robinson, *Saint John* (N. B.) *Times-Globe;* Victor E. Morrill, *Sherbrooke* (Que.) *Record;* J. R. Burnett, *Charlottetown* (P. E. I.) *Guardian;* Arthur R. Ford, *London* (Ont.) *Morning Free Press.*

John Scott, *Montreal* (Que.) *Gazette;* Harry W. Anderson and A. D. Clarke, *Toronto* (Ont.) *Globe;* W. J. Wilkinson, *Toronto* (Ont.) *Mail and Empire;* W. B. Preston, *Brantford* (Ont.) *Expositor;* W. J. McNair, *Hamilton* (Ont.) *Herald;* W. J. Metz, *Kitchener* (Ont.) *News Record;* M. W. Rossie, *London* (Ont.) *Evening Advertiser.*

Georges Pelletier, *Montreal* (Qu *Devoir;* C. L. Sibley, *Montreal* (Qu *Herald;* J. N. A. Perrault, *Mont* (Que.) *Patrie;* Oswald Mayrand, *M treal* (Que.) *La Presse;* E. J. Archib *Montreal* (Que.) *Star;* G. A. Disl *Ottawa* (Ont.) *Evening Citizen.*

E. Norman Smith, *Ottawa* (Or *Evening Journal;* Henri Gagnon, *Que* (Que.) *Soleil;* Hon. Frank Carrel E. G. Smith, *Quebec* (Que.) *Chroni Telegraph;* Major H. B. Burgoyne, *Catharines* (Ont.) *Standard;* John Bone, *Toronto* (Ont.) *Star;* Irving Robertson, *Toronto* (Ont.) *Telegra* H. A. Graybiel, *Windsor* (Ont.) *Bor Cities Star.*

W. A. Moore, *Brockville* (Ont.) *corder and Times;* George H. Wils *Lindsay* (Ont.) *Evening Post;* Frank Leslie, *Niagara Falls* (Ont.) *Revie* A. R. Alloway, *Oshawa* (Ont.) *Da Reformer;* R. M. Glover, *Peterb* (Ont.) *Examiner;* J. W. Curran, *Sa Ste. Marie* (Ont.) *Star;* A. R. Kenne *Stratford* (Ont.) *Beacon-Herald.*

G. M. Bell, *Calgary* (Alta.) *Alberta* Burford Hooke, *Regina* (Sask.) *Leade* J. H. Woods, *Calgary* (Alta.) *Hera* Senator W. A. Buchanan, *Lethbrid* (Alta.) *Herald;* Edward J. Meilic *Saskatoon* (Sask.) *Star;* E. H. Mackl *Winnipeg* (Man.) *Free Press and Fr Press Bulletin;* M. E. Nichols, *Winnip* (Man.) *Tribune;* D. Smith, *Fort W liam* (Ont.) *Times-Journal;* F. J. Bu *Vancouver* (B. C.) *Province,* and R. Cromie, *Vancouver* (B. C.) *Eveni Sun.*

H. E. Lemieux, *Ottawa Le Dro* Frank Adams, *London* (Ont.) *Morni Advertiser;* and H. B. Muir, *Kingst* (Ont.) *Whig Standard.*

252,760

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

April, 1927

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of April, 1927, was 198,302.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday



CORN HUSKS —such as are used for wrapping tamales

FOOD

For Thought

People who locate in Southern California soon acquire a taste for local dishes. Instead of bluefish, they yearn for sandabs; chile con carne takes the place of beans and brown bread; they begin to forget quince preserves and ask for guava jelly or fresh figs.

For most women, cooking in Southern California becomes a fascinating new art. In order to gain proficiency they read the cooking department in the Los Angeles Times, the most popular domestic science feature in the city which specializes on local recipes.

It is the fixed policy of the Los Angeles Times to deal with local interests and occupations. From pies to polo, it tells the people what they want to know, sparing no expense in the production of brilliant local features.

As a result of this policy, more homes subscribe to the Los Angeles Times than to any other local newspaper, and leadership in advertising follows as a matter of course. During the first quarter of 1927, the Los Angeles Times led the nearest local paper by 1,093,148 agate lines of advertising.

Los Angeles Times

Eastern Representative

WILLIAMS, LAWRENCE & CRESMER CO.

360 N. Michigan Blvd. CHICAGO

285 Madison Ave. NEW YORK

Highest Quality in *news circulation advertising*

Quality in News

The New York Times daily gives its readers all the news that's fit to print. The Times news report is complete, collected by the use of every agency to speed its transmission from all parts of the world. But The Times places special emphasis upon the quality of its news —the accuracy, reliability, impartiality and breadth. The scope of The Times news embraces all information of interest to the intelligent, thoughtful reader for whom this newspaper is designed. To read The Times is a liberal education.

The news in The Times is of such enduring value that the demand for its permanent preservation justifies the printing of a limited number of copies on imperishable rag paper, which will last for centuries in bound files. The price of the bound volumes is $170 a year. Since this rag paper edition was begun on January 1, 1927, ninety-five libraries and institutions have subscribed for this service, offered by no other general daily newspaper.

Quality in Circulation

The New York Times has steadily increased its circulation until it has reached a volume of highest quality of readers never before attracted by any newspaper at any time anywhere. The net paid sale of The Times, average daily and Sunday, for the six months ended March 31, 1927, was 414,990 copies. The gain over the average for the corresponding six months ended March 31, 1926, was 22,295 copies. No other newspaper of standard size in New York, morning or evening, equaled this gain.

The rise of The New York Times to a new high record total, in an age when the public attention has been unduly attracted to sensational journalism, is a vindication of newspaper readers.

Quality in Advertising

The Times is the newspaper advertising leader in New York, publishing a greater volume than any other newspaper. By reason of its careful censorship, which excludes the false and misleading, the advertising in The Times is of the highest character. By reason of The Times' typographical standards, this unequaled volume is also of the most attractive appearance. Quantity—character—beauty—these attributes sum up The Times advertising columns. The advertising accepted by The Times, conforming to its censorship and typographical standards, comes to the attention of the largest number of intelligent, substantial readers ever assembled by any newspaper; and thus The Times is unrivaled as an advertising medium.

In 1926, The New York Times published 29,788,828 agate lines of advertising, 11,002,975 lines more than any other New York newspaper.

The New York Times.

"All the News That's Fit to Print"

FLOOD PICTURES, NOT FLOODS, MENACE NEW ORLEANS, SAYS THOMSON

Photos Taken During Recent Rainstorm Had No Relation to River's Rising, Which Has Never Damaged City

By JAMES M. THOMSON

Publisher, *New Orleans Item-Tribune*

(*By telegraph to* Editor & Publisher)

NEW ORLEANS, May 4.—A Citizens' Committee representing all of the business interests of New Orleans has asked me to attempt to get before the news and picture editors throughout the United States a correction of several unfortunate and damaging impressions that have been created by pictures and publicity which have gone out regarding New Orleans during the past two weeks.

On Good Friday, two weeks ago, an unprecedented rainfall occurred in the city of New Orleans. Fourteen inches of rain fell in one day. Lightning struck the wires of some of our city pumping plants and put them out of commission for several hours. Enterprising photographers took pictures of flooded streets and sent them to the newspapers of the country.

Two weeks ago the floods in the Mississippi River tributaries commenced to attract the attention of the nation. These floods were a thousand miles away from New Orleans, though now advancing down the river, doing great damage. The country received the appeal from the Red Cross for flood sufferers. But these pictures of some New Orleans streets flooded by rain were taken by newspaper news and picture editors and printed in conjunction with text relating to Mississippi River floods and the Red Cross appeal for flood sufferers.

The result is a widespread impression throughout the United States that water from the Mississippi River has overflowed into the city of New Orleans.

Now the fact is that in more than 200 years, since New Orleans has been established on the banks of the Mississippi River, it has never been damaged by flood waters from the Mississippi River. The fact is that during the present high water no water from the Mississippi River has come into New Orleans, and none of the Federal or State Engineers in New Orleans, who are experts on this subject, has expressed for publication any apprehension regarding a break in the Mississippi River levees of the city of New Orleans itself.

If the city has been damaged by this picture publicity, it is the victim of an unfortunate coincidence. Rainfall in Southern Louisiana affects the flood heights of the Mississippi River only very slightly, because none of the rain which falls in Southern Louisiana drains into the Mississippi River. This is a fact little known and understood.

Reliable correspondents and conscientious press services have unfortunately carried repeatedly in the last few days and spread widely statements that experts feared for the safety of the city of New Orleans itself from the flood waters of the Mississippi River.

Acting on the request of an informed committee representing all the business interests of New Orleans, I have today wired the responsible management of each of the press services requesting that they check all reports which may damage the city, create a false impression in the minds of newspaper readers and create unnecessary apprehension among our friends away from New Orleans.

We are fortunate at present in having General Jadwin, chief of United States Army Engineers, who is informed on the New Orleans situation, and accessible to every press association and newspaper correspondent.

What we earnestly desire is a correct, and only a correct, statement and impression to be given out regarding the actual safety of the city of New Orleans.

If Editor & Publisher will print this statement it will be read, I trust, and understood by publishers and editors of newspapers throughout the United States, none of whom, I know, has the slightest interest in printing either incorrect information or conveying incorrect impressions regarding the situation at New Orleans.

NEVINS TAKES PROFESSORSHIP

New York World Editorial Writer to Teach History at Cornell

Allan Nevins, a member of the *New York World's* staff of editorial writers, has been elected to a professorship of American History in Cornell University.

Mr. Nevins was graduated from the University of Illinois in 1913. For the next 10 years he was on the *New York Evening Post's* editorial staff. In 1922 he wrote the commemorative book, "The Evening Post, a Century of Journalism," which appeared in 1922. After he left the Post he was literary editor of the *New York Sun* for a while, becoming associated with the World in 1925.

TO HOLD WATER MEET

The seventh annual *Richmond* (Va.) *News Leader* water meet, will be held at Shield's Lake, Richmond, on Friday and Saturday, June 24 and 25. Prizes will be awarded by the News Leader.

BRYAN TO APPOINT A. N. P. A. COMMITTEES

Remains as Only Unfinished Work of Last Week's Convention — Ad Bureau Committee Named

Appointment of new committees to carry forward the work of the American Newspaper Publishers Association will be made shortly by John Stewart Bryan, president.

That remained this week as the only unfinished business of the 41st annual convention which ended last Friday with the re-election of Mr. Bryan, editor of the *Richmond News-Leader*, as president, E. H. Butler, *Buffalo Evening News*, vice-president; George M. Rogers, *Cleveland Plain Dealer*, secretary; and Howard Davis, *New York Herald Tribune* treasurer.

As predicted in last week's Editor & Publisher which went to press before the results of the voting was announced, Charles A. Webb, *Asheville* (N. C.) *Citizen*, was elected to fill the vacancy in the board of directors caused by the death of F. G. Bell, *Savannah Morning News*.

Mr. Bryan, the re-elected president, appointed the following committee in charge of the Bureau of Advertising: Chas. D. Atkinson, *Atlanta Journal;* Frank H. Burgess, *La Crosse Tribune;* Harry Chandler, *Los Angeles Times;* Howard Davis, *New York Herald Tribune;* William J. Hofmann, *Portland Oregonian;* F. I. Ker, *Hamilton Spectator;* W. E. Macfarlane, *Chicago Tribune;* John S. McCarrens, *Cleveland Plain Dealer;* Fleming Newbold, *Washington Star;* David B. Plum, *Troy Record;* William F. Rogers, *Boston Transcript;* Walter A. Strong, *Chicago Daily News;* S. E. Thomason, *Tampa Tribune;* D. E. Town, Hearst Newspapers; Louis Wiley, *New York Times*.

The Committee met April 28 at the Waldorf-Astoria Hotel, and organized by electing Fleming Newbold, chairman; Harry Chandler, vice-chairman; Howard Davis, treasurer. The chairman named David B. Plum, chairman of the finance committee, with Louis Wiley, associate member.

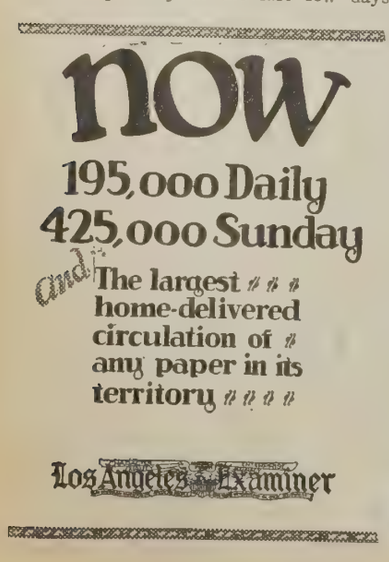
B.B.B. DIRECTORS NAMED AT ANNUAL MEET

Fourteen Elected at New York Headquarters Session May 3—Will Appoint Officers Soon

Directors of the National Better Business Bureau, Inc., were elected at the annual meeting held May 3, at the bureau offices in New York. The board, which will meet shortly and elect officers, was appointed as follows:

Bolton S. Armstrong, of Mabley & Carew Company, Cincinnati; James C. Auchincloss, governing committee, New York Stock Exchange; John H. Brooks, John H. Brooks Company, Scranton; E. T. Cunningham, president, E. T. Cunningham, Inc.; Alfred C. Fuller, president, Fuller Brush Company, Hartford; John F. Gilchrist, vice-president, Commonwealth Edison Company, Chicago; Lewis G. Harriman, president, Manufacturers & Traders Trust Company, Buffalo; Louis E. Kirstein, William Filene's Sons Company, Boston; William McC. Martin, chairman of the board, Federal Reserve Agents, St. Louis; H. C. Osborn, president, American Multigraph Company; Merle Sidener of Sidener, Van Riper & Keeling, Indianapolis; Francis H. Sisson, vice-president, Guaranty Trust Company; Robert Stevenson, president, Stevenson, Perry Stacy & Co., Governing Board and Chairman Publicity Committee, Investment Bankers' Association; and C. K. Woodbridge, president, International Advertising Association.







NUMBER SIX OF A SERIES

THE DISTINGUISHED NEWSPAPER

TRADE LINOTYPE MARK

A Uniform to Attract Many Eyes

A uniform is the type dress most suited to department store advertising. Day in and day out, then, it identifies each ad of the organization employing it, until, through repetition, it becomes a trade mark as effective as the company's name plate—and as valuable.

However, it must be a uniform to attract many eyes. At times it must appeal to women, at others to men: on many occasions its appeal must reach both sexes.

The ordinary newspaper attempts to overcome this diversity with a wide variety of faces. The Distinguished Newspaper achieves a greater effectiveness through the intelligent use of a few versatile faces, carefully selected.

A practical demonstration of this latter principle, based upon the advertising of a leading department store, is presented on the next two pages. Each of the specimens shown has its own appeal, each is in the "uniform" which immediately identifies its sponsors, yet only two faces—Narciss and Caslon Old Face—are employed in the composition of the entire showing.

The method offers many advantages. It is productive of advertising that makes the Distinguished Newspaper a desirable medium and enables it to serve its department store advertisers effectively, efficiently, and with an economy that permits them to divert production expenses into the purchase of additional space.

MERGENTHALER LINOTYPE CO., BROOKLYN, N. Y.

319.31

LINOTYPED IN NARCISS AND CASLON OLD FACE

New York Dailies Adopt Ionic

The World and Evening World Are Added to Growing List of Users

January 3 the World and the Evening World of New York City came out in new type dresses of Linotype 6½ Point Ionic No. 5.

On the front page of the Evening World of January 3 appeared this boxed statement:

"The Evening World today appears in a new type dress. The face is Ionic, developed after several years of research and experiment in which eye specialists as well as type designers had a part.

"It is held by these experts that it invites reading; that its even tone is restful without being monotonous. The letters themselves are full, round, clear and well proportioned, and, as a whole, the pages of the Evening World will be found to be more attractive in appearance and greater in capacity than in the old dress with which readers were familiar."

In the World of January 4 two nationally known columnists ran paragraphs about the new dress.

Declared F. P. A. in "The Conning Tower":

"It will be good news to the Tower's contribs that the Ionic type the World now is set in is not only more legible than the Century that used to be employed but also smaller. Most of this department, in the old days, was set in seven point; it now is printed in six and a half. Whether we shall be selfish and write proportionally more stuff, or unselfish and permit more beautiful, enchanting, delightful, witty and whimsical contributions to be published we have not, at the instant of skipping to press, decided."

Heywood Broun, in "It Seems to Me," stated:

"The announcement has been spread upon the front pages of the paper that hereafter the price will be two cents. But that isn't the limit of 1927 concessions. At hand there lies a note from one in authority informing me that new type will make this column longer. That is, I shall have to write about ten or twelve per cent more than formerly to fill up the space. Or if not I, then kind friends must prove even more kind than in the days gone by.

"This new burden may be difficult, but if we all get together manfully and not one of us shirks I'm sure that we can fill even a bigger column. Also, I trust that each one of you has made the New Year's resolution to make it a better column and to furnish longer contributions, neatly written on one side of the paper."

Linotype 6½ Point Ionic No. 5 is easier to read. It looks as large as some seven and eight point faces, yet gives the word count of six point. Which, stated more specifically, means that papers adopting it can publish ten to twelve per cent more reading matter that will be decidedly more legible than formerly.

These Heads in Cloister Bold

The headings for the text in this showing are composed in Cloister Bold. Of the two heads at the top of the page, the one to the left is in 24 point, the other in 18 point. In both cases the banks are composed in 10 point. The single line head on this short item is set in 12 point Cloister Bold Italic. Cloister Bold is gracefully rounded, a feature that makes for legibility, but at the same time it is sufficiently compact to find favor with the head-writer. It is available on the Linotype in both Roman and italic up to and including the 30 point size.

New Linotype Face Is More Legible

Permits Reducing Type Size Without Any Impairment of Reading Quality

The selection of a newspaper type dress, whether for news columns or classified ads, calls for the careful weighing of two factors: legibility and word count. It is ordinarily assumed that one must be sacrificed for the other, but this is not necessarily true as may be seen by a study of the new face, Ionic No. 5, in which these two desirable qualities are combined to a remarkable degree.

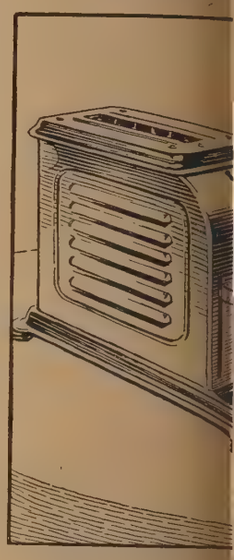
The growing demand for space, with which publishers constantly find themselves confronted, presents a problem that can now be met in a satisfactory way.

A smaller size of Ionic is as easy to read as a larger size in some other face, hence a reduction in type size does not mean lessened legibility, but instead means easier reading than the type face originally used.

The comparatively short ascenders and descenders give the lines an open, leaded appearance even when they are set solid. The 5½ point size may be set 14 lines to the inch, with special short descenders; the 6½ point may be set on a 6½ point slug and the seven on seven, or they may be leaded to any desired extent.

An important advantage from a mechanical standpoint that is notable in Ionic is its ability to st
the severe strain impose
the making of stereotype
There are no fine lines
The characters are all of

A
Elec



B. ALTMAN & CO.



THE BLUE SHIRT

A he-man ad, this . . . square-jawed and assertive . . . Square-jawed enough to stand apart from its companions . . . sufficiently assertive to get a hearing from busy men.

ALTMAN SQUARE

FIFTH AVENUE—MADISON AVENUE—THIRTY-FOURTH STREET—THIRTY-FIFTH STREET

B. Altman

TELEPHONE: MURRAY H

Hand-Pai

Linen Damas
and Nap

Something "Different" for the

The ordinary department store a
weakness or over-boldness, avoids
set in two faces such as Narciss a

Narciss from 10 to

Embroidered and La

TRADE LINOTYPE MARK

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IC

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-an advantage of the
n type dress.

$12.00

CTRICAL DEPARTMENT
FIFTH FLOOR

Altman & Co.

H AVENUE, NEW YORK

B. Altman & Co.

TELEPHONE: MURRAY HILL 7000



The New Blouses

Fit Nicely into an Advertisement Set in Caslon Old Face

The two leading notes establishing the femininity of this ad are the copious use of white space as a setting for Caslon Old Face and the smartness of the face itself. The ensemble is in distinct contrast with the bold, masculine ad opposite, still it is set in the same two faces.

The difference between this advertisement and the men's shirt ad is one of treatment only . . . . . .

Both ads were set in the same two faces on the same machines—an obvious economy . . . . . .

The Distinguished Newspaper adapts such typographic possibilities to its advertisers' needs . . . .

Thus it increases the effectiveness of its space and, in turn, increases its business as well . . . . . .

Other smart ads may be set in these two faces

BLOUSES—SECOND FLOOR

FIFTH AVENUE
THIRTY-FOURTH STREET

New York

MADISON AVENUE
THIRTY-FIFTH STREET

The Narciss Series

TRADE LINOTYPE MARK

36 Point Narciss (36△89)

Linen Dam

30 Point Narciss (30△159)

Linen Damas

24 Point Narciss (24△211)

Linen Damask 1

21 Point Narciss (21△7)

Linen Damask Cl

18 Point Narciss (18△249)

Linen Damask Cloths

14 Point Narciss (14△85)

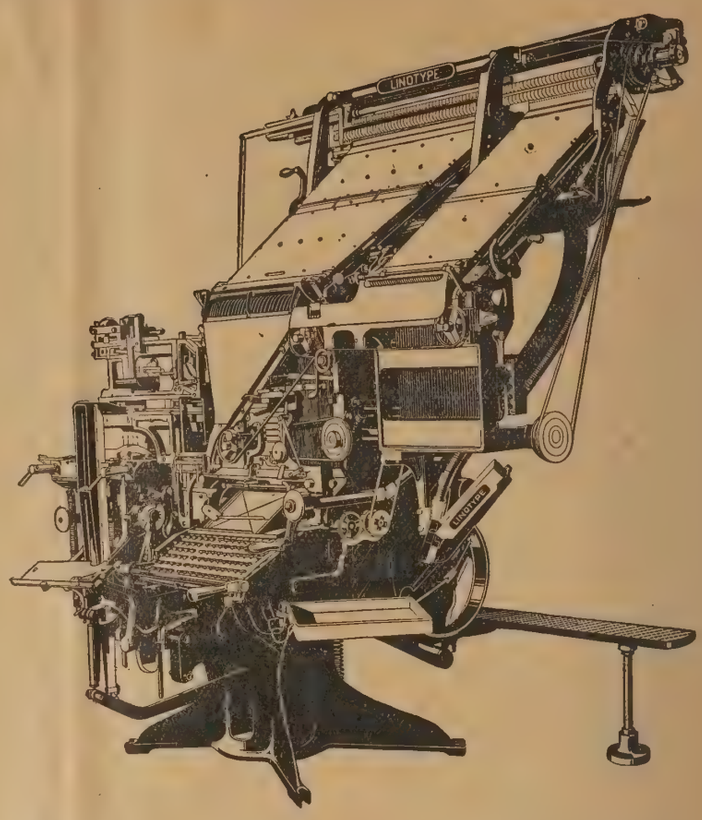
Linen Damask Cloths and

12 Point Narciss (12△127)

Linen Damask Cloths and N

10 Point Narciss (10△123)

Linen Damask Cloths and Napki



Linotypes are available in single or multiple distribution types, with or without auxiliary magazines, and for either text or display composition to cast on slugs of 30 or 42 picas maximum measurement.

Economy in Versatile Typography

Ad after ad, each set in the same types, yet each possessing a distinction of its own —that is versatile typography.

When these same ads can be produced on the same machines, can go into the composing room and out again in a steady, uninterrupted string, versatile typography becomes a worthwhile economy.

These advantages combine in Linotype Typography. They provide the reason why the Distinguished Newspaper is Linotype equipped. The ordinary newspaper seeking entry into the class of the Distinguished Newspaper will find the "Linotype way" the easiest, quickest way. It will find versatile type faces on Linotype matrices, and definite economies in line-at-a-time composition. It will learn that the Linotype-equipped newspaper can dress its customer's advertising in "a uniform to attract many eyes," serving its advertisers both profitably and well.

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

LINOTYPED IN NARCISS AND CASLON OLD FACE

MELLET'S CRUSADE WINS PULITZER PRIZE

(*Continued from page* 4)

nerican Society of Newspaper Editors:
BLIC SERVICE—Jerome Landfield, Executive Secretary of the Advisory Board of the Columbia School of Journalism, Chairman; John W. Cunliffe, Director of the Columbia School of Journalism; George M. Armstead, *Hartford Courant.*
ITORIAL—Roscoe C. E. Brown, Professor of Journalism, Columbia, Chairman; Allen Sinclair Will, Associate Professor of Journalism, Columbia; George Nox McCain, *Philadelphia Evening Public Ledger.*
EPORTERS—William P. Beazell, Associate in Journalism, Columbia, Chairman; Merryle S. Rukeyser, Associate in Journalism, Columbia; Albert W. Cummins, *Wilmington News.*

CARTOON—Walter B. Pitkin, Associate Professor in Journalism, Columbia, Chairman; F. Fraser Bond, Assistant Professor in Journalism, Columbia; Newbold Noyes, *Washington Star.*

The juries which made the awards in Letters were:

NOVEL—Richard Burton, Chairman; Robert M. Lovett, Jefferson B. Fletcher.

DRAMA—Augustus E. Thomas, Chairman; Walter Prichard Eaton, Clayton Hamilton.

HISTORY—Worthington C. Ford, Chairman; James Truslow Adams, Charles Downer Hazen.

BIOGRAPHY—Royal Cortissoz, Chairman; Ray Stannard Baker, M. A. DeWolfe Howe.

POETRY—Wilbur L. Cross, Chairman; Ferris Greenslet, John Erskine.

It was announced that Frank R. Kent of the *Baltimore Sun* has been elected to the Advisory Board, succeeding the late Edward Page Mitchell of the Sun. Other members of the Board were re-elected.

SACCO-VANZETTI EDITORIAL WHICH WON PULITZER PRIZE FOR BULLARD

(*Following is the Pulitzer Prize editorial written by F. Lauriston Bullard, of the Boston Herald, and printed Oct. 6, 1926.*)

WE SUBMIT—

IN our opinion Nicola Sacco and Bartolomeo Vanzetti ought not to be executed on the warrant of the verdict returned by a jury on July 14, 1921. We do not now whether these men are guilty or ot. We have no sympathy with the alf-baked views which they profess. But as months have merged into years nd the great debate over this case has ontinued, our doubts have solidified lowly into convictions, and reluctantly ve have found ourselves compelled to reerse our original judgment. We hope he Supreme Judicial Court will grant a ew trial on the basis of the new evience not yet examined in open court. Ve hope the Governor will grant anther reprieve to Celestino Madeiros so hat his confession may be canvassed in pen court. We hope, in case our sureme bench finds itself unable legally to uthorize a new trial, that our Governor vill call to his aid a commission of disnterested men of the highest intelligence nd character to make an independent inestigation in his behalf, and that the Governor himself at first-hand will participate in that examination if, as a last esort, it shall be undertaken.

We have read the full decision in vhich Judge Webster Thayer, who preided at the original trial, renders his decision against the application for a new rial, and we submit that it carries the one of the advocate rather than the arbirator. At the outset he refers to "the erdict of a jury approved by the Sureme Court of this Commonwealth," and ater he repeats that sentence. We respectfully submit that the Supreme Court never approved that verdict. What the ourt did it stated in its own words thus: 'We have examined carefully all the exceptions in so far as argued, and finding no error the verdicts are to stand." The Supreme Court did not vindicate the erdict. The court certified that, whether he verdict was right or wrong, the trial udge performed his duty under the law n a legal manner. The Supreme Court overruled a bill of exceptions, but expressed no judgment whatever as to the validity of the verdict or the guilt of the lefendants. Judge Thayer knows this, yet allows himself to refer to the verdict as "approved by the Supreme Court."

We submit, also, that Judge Thayer's anguage contains many innuendos which surely are unfortunate in such a document. The petition for a new trial is based in part on the affidavits of two men Letherman and Weyand, connected respectively with the United States Government for thirty-six years and eight years, and both now holding responsible positions out of the Federal service. Judge Thayer says that one of these men "seems for some reason to be willing to go the limit in his affidavits against the Government of the United States," and he refers to "prejudiced affidavits, which appear to be quite easily obtained nowadays." The changes are rung on certain phrases also, as "fraudulent conspiracy between these two great governments," meaning the Governments of the United States and Massachusetts. The judge asserts a conspiracy charge which was not made by counsel for the defense; he asks "who pumped this curiosity into Madeiros"; he compliments the prosecution and refers slightingly to counsel for the defense.

We submit that evidence, if any, in the files of the Department of Justice having any bearing on this case ought to be examined in open court, or examined in private by the United States Attorney General and reported upon by him before this case shall finally be decided. We have no idea what the files may contain. Mr. Weyand said in his affidavit: "The conviction was the result of co-operation between the Boston agents of the Department of Justice and the District Attorney." We do not know that this is true, but we know there was co-operation; the department and the attorney joined in placing a spy in the cell next to Sacco's, and the prosecution admitted the fact in court.

Now as to Madeiros: A criminal with a bad record, true, and under sentence of death. But the Government relied in part on one of his confessions to convict him of a murder. His evidence was accepted against himself when his own life was at stake. His evidence now is offered in behalf of two other men whose lives also are at stake. We submit that Madeiros should be placed on the stand in open court, facing a jury and a judge, and subjected to examination and cross-examination. He may be lying, but the criterion here is not what a judge may think about it, but what a jury might think about it. The question is, Would the new evidence be a real factor with a jury in reaching a decision?

We submit that doubt is cast on the verdict of the jury by the important affidavit made after the trial by Capt. C. H. Proctor of the State Police. On the stand, testifying as an expert, his evidence was understood by the jury and the judge to be that the fatal bullet issued from Sacco's pistol. Careful examination of the record discloses curious facts. Capt. Proctor did not here reply to direct questions. His affidavit states what the record implies, that a device was fixed up in advance for dodging direct answer to a direct question. His replies were understood to mean that he believed the bullet came from that weapon. He allowed that impression to go abroad. But his affidavit contradicts that testimony. Now, when the Supreme Court dealt with that point it expressed no opinion as to whether or not an "ambiguous answer" had been arranged to "obtain a conviction." The court ruled only that the trial judge had decided that no such prearrangement had been made, and that the Supreme Court could not "as a matter of law" set aside the ruling of the trial judge.

For these and other reasons we hope that the resources of our laws will prove adequate to obtain a new trial. Let it be remembered that the new trial is asked for on the basis of evidence never before the Supreme Court previously. The court has ruled on exceptions to the old trial, never on all evidence for a new one. If on a new trial the defendants shall again be found guilty we shall be infinitely better off than if we proceed to execution on the basis of the trial already held; the shadow of doubt which abides in the minds of large numbers of patient investigators of this whole case will have been removed. And if on second trial Sacco and Vanzetti should be declared guiltless everybody would rejoice that no monstrous injustice shall have been done. We submit these views with no reference whatever to the personality of the defendants, and without allusion now to that atmosphere of radicalism of which we heard so much in 1921.

KENT NEW MEMBER OF PULITZER BOARD



Frank R. Kent

1926 PULITZER AWARDS IN LETTERS

THE Pulitzer awards in letters are:

"For the American novel published during the year which shall best present the whole atmosphere of American life and the highest standards of American manners and manhood—$1,000:

"Awarded to 'Early Autumn,' by Louis Bromfield, published by the Frederick A. Stokes Company, New York, 1926.

"For the original American play, performed in New York, which shall best represent the educational value and power of the stage in raising the standard of good morals, good taste and good manners—$1,000:

"Awarded to 'In Abraham's Bosom,' by Paul Green, produced at the Provincetown and Garrick theatres in New York during the season 1926-27.

"For the best book of the year upon the history of the United States—$2,000:

"Awarded to 'Pinckney's Treaty: A Study of America's Advantage From Europe's Distress, 1783-1800,' by Samuel Flagg Bemis.

"For the best American biography teaching patriotic and unselfish services to the people, illustrated by an eminent example, excluding, as too obvious, the names of George Washington and Abraham Lincoln—$1,000:

"Awarded to 'Whitman: An Interpretation in Narrative,' by Emory Holloway.

"For the best volume of verse published during the year by an American author—$1,000:

"Awarded to 'Fiddler's Farewell,' by Leonora Speyer.

RECORDS DENIED REPORTERS

Information Concerning Civil Suits Withheld by Rhode Island Clerk

Acting on his own initiative, Charles M. Arnold, clerk of the Twelfth District Court at Woonsocket, R. I., recently barred the records of all civil cases from the press, ruling that they are not matters of public record until judgment is entered.

Clerk Arnold gave as an additional reasons that such matters were not of interest to the public and that other district court clerks did not give them out. In six other district courts in Rhode Island, the clerks make available to reporters such matters, knowing of no authority whereby they can bar them to the press.

It is understood that Woonsocket lawyers protested against the publishing of such cases despite that the practice has been followed for more than 30 years. The promulgation of the new ruling by Clerk Arnold was discovered by a reporter of the *Providence* (R. I.) *Journal.*

While it is customary in some courts not to publish such records, clerks of other district courts in Rhode Island know of no authority for barring the records to the press.

117 ENTRIES IN N. E A. CONTESTS

Six Papers Competing for Editor & Publisher Cup for Community Service

A total of 117 newspapers have entered the six better newspaper contests to be decided at the 42nd annual convention of the National Editorial Association at Omaha, June 12-15.

The largest number of entries to any one contest is that for the best front page, with 36 newspapers entered. Judges in this competition are H. Frank Smith, John E. Allen of the Mergenthaler Linotype Company; W. A. Parker, American Type Founders Company; and E. G. Gress, editor of the *American Printer.*

There are six contestants for the EDITOR & PUBLISHER cup for the greatest community service. This contest is being judged by Norman J. Radder, University of Indiana; Andrew W. Hopkins, University of Wisconsin, and J. M. Stoddard, president of the Washington Press Association.

ATTORNEY SUES DAILY

Sioux City Man Starts $50,000 Libel Action Against Tribune

Suit for $50,000 damages has been filed by Fred H. Free, Sioux City attorney, against the *Sioux City* (Ia.) *Tribune* on charges of libel. John H. Kelley, editor, and Eugene Kelly, manager, are named defendants in the action.

The suit is based on a statement in the Tribune a year ago in which the paper said that "Fred H. Free, as city atttorney, went into court, and in the mayor's opinion, lost the case on the validity of the forfeiture clause," relating to a telephone franchise fight. He set forth in his petition that the publication was not the result of a mistake but the culmination of the Tribune's long efforts to discredit him.

He claims that he was not a public official at the time the article was printed and in fact was only one of several attorneys representing the municipality in the litigation.

OKLAHOMANS IN SESSION

Members of the Oklahoma Press Association opened their 21st annual convention on May 6 at Poteau, Okla. Most of the program was given over to entertainment including a "Fish Fry," a fishing contest, and an old fiddler's contest. A cup for the best editorial page of a state newspaper was to be awarded at the May 7 session. H. G. Spaulding, editor of the *Shawnee Morning News,* is association president.

BUDGET WIZARDS JUGGLE PROBLEM OF MYTHICAL NEWSPAPER PROFITS

Three Clever Solutions of "Can You Figure?" Puzzle—Newsprint Is the Variable—Tell What's Wrong with Picture

THREE solutions among the many received by EDITOR & PUBLISHER in response to the newspaper budget problem which appeared in the issue of April 16 stand out for thoroughness and clarity of reasoning and for analysis to find the weak spot which was indicated in the operating set-up. They were submitted by J. A. Van Buren, classified advertising manager of the *Cleveland Plain Dealer;* J. W. Mann, auditor of the *Lexington* (Ky.) *Leader,* and Charles A. Mahoney of New York City.

From the data given, which was subject to several interpretations, the three solutions published below reached three different amounts for the paper's net profit—different, but not widely divergent.

The two fallacies in the assumed set-up were:

1. That the paper would average a division of space 60 per cent advertising and 40 per cent reading for 312 or 313 days a year.

2. That the advertising selling cost was far out of proportion to the other cost items stated and also much higher than that of the ordinary well-conducted newspaper.

The result of the first fallacy would be, of course, to provide an income out of proportion to the amount of circulation, and out of line with the experience of newspapers generally. No allowance was made in the arbitrary statement of facts for seasonal declines in the amount of advertising.

The result of the second would be to increase operating expenses, but not at all proportionately to the amount by which income would be increased by the first fallacy.

Mr. Van Buren, who estimated the year's net profit at $565,760.27, reached his conclusion by the following calculations:

INCOME	
Advertising Revenue	$1,479,366.72
Circulation Revenue	195,000.00
Total Revenue	$1,674,366.72

EXPENSES	
Editorial	$85,800.00
Mechanical	280,800.00
Circulation	52,000.00
Business Office	62,400.00
Advertising Selling Cost	236,698.66
All Other Expenses	78,000.00
	$795,698.66
White Paper	$289,729.44
Paper Waste, 8%	23,178.35
Total Paper Expense	$312,907.79
Total Expense	$1,108,606.45
Net Profit	$565,760.27

"Please keep in mind that I figured the problem out on the basis of 312 days and not on the basis of 313 days," Mr. Van Buren comments.

"In my opinion, 16 per cent is high for merely advertising selling cost, estimating that the special representative's cost is not over 10 per cent on national business and providing, of course, that the national advertising linage is in the usual ratio to the total.

"Besides, I am assuming that the discount allowed advertising agencies is not charged to selling expense, but is included in the rate.

"The percentage of profit figures 33.78 per cent, which, I believe, is correct for this example, but hardly holds true in everday practice. It is too much profit on this turnover."

Mr. Mann's figure for profit differs but slightly from that of Mr. Van Buren. He reaches his estimate of $555,309.56 by the following route:

INCOME	
Circulation	$3,750.00
Advertising	28,449.68
Total income for one week	$32,199.68

EXPENSE	
Newsprint	$6,218.68
Editorial	1,650.00
Mechanical	5,400.00
Advertising Sales Cost	4,551.97
Circulation	1,000.00
Business Office	1,200.00
All Others	1,500.00
Total Expense, One Week	$21,520.65
NET PROFIT for one week	$10,679.03
NET PROFIT for one year	$555,309.56

Mr. Mann's comments upon the set-up follow:

"The pencil used in listing the department expenses was a very conservative one, and must have been a different one from that used to list the percentage of advertising, which was very liberal.

"Editorial, mechanical, circulation, and 'all other' expense appear to have been underestimated.

"A daily which averages 60 per cent advertising the year round is too tight from the reader's point of view. Fifty per cent advertising and 50 per cent editorial will just about strike a happy medium (if such a thing is possible) for the publisher and his readers.

"A daily the size mentioned in this problem, with the adjustments referred to above and under normal conditions should show a net profit of approximately $300,000 per annum."

Mr. Mahoney approached the problem from a different avenue and reached a total profit of $590,924.91, which causes hi mto remark that the "hypothetical owner has a little gold-mine on his hands." His solution, in which he characterizes as "high" the advertising selling cost, follows:

"The average size newspaper sheet of four pages, I estimated as 22" x 35". Seven sheets of this size would make up the paper of 28 pages. Therefore to run the entire paper for one day, the number of sheets 22" x 35" would be 350,000, or in paper terms, 700 reams of 22" x 35" stock.

One ream of 24" x 36" standard news weighs 32 lbs., and there are 864 square inches to a sheet this size, against 770 square inches to a sheet 22" x 35". The weight of the stock is therefore found by this equation:

770 : 864 : : x : 32.

x equals 28.52 lbs, the weight of the stock used.

Seven hundred reams are used daily, or 19,964 lbs. The paper is published six days a week, or 312 days a year, giving a total yearly consumption of 228,768 lbs. Wastage is 8 per cent; therefore the above amount must be 92 per cent of the paper actually bought, the latter figure being 3,385.2 tons yearly. The cost of the paper is $85 per ton, or a total of $287,742.00 The balance sheet follows:

YEARLY INCOME	
Advertising	$1,479,389.
Sales	195,000.
Total Income	$1,674,389.

YEARLY EXPENSE	
Paper	287,742.
Editorial	85,800.
Mechanical	280,800.
Circulation	52,000.
Business	62,400.
Advertising Sales Cost	236,722.
All Other Expenses	78,000.
Total Expense	$1,083,464.
NET PROFIT	$590,924.

The EDITOR & PUBLISHER proble asked what was wrong with the pictu as presented, and also how much do this newspaper win or lose per yea In addition to the two fallacies mentione above, the departmental cost items ar too low to permit of efficient operatio and the paper data was insufficient t warrant any hard and fast cost estimat Weight of newsprint used by newspaper varies greatly and the formulæ for de termining cost vary accordingly. M Van Buren's calculation, in our opinion is the most nearly correct answer on th data.

CAN YOU FIGURE?

Here was a hypothetical problem in newspaper economics set before EDITOR & PUBLISHER *readers April 16. It is a test of knowledge of the factors that enter into the publication of a daily paper. It is in no sense a trick question.*

A newspaper prints and sells 50,000 28-page papers six days per week, realizing 1¼ cents per copy. The proportions are 60 per cent advertising and 40 per cent editorial. The average rate is 12 cents per agate line. The page size is 8 columns, 21 inches deep. Costs are as follows: Newsprint, delivered pressroom, 4¼ cents per pound, with .08 per cent wastage; Editorial, $1,650 per week; all mechanical departments, $5,400 per week; advertising sales cost, 16 per cent of the average advertising rate; circulation, $1,000 per week; business office and administration; $1,200, per week; all other expenses, including heat, light, power, rents, interest and depreciation, $1,500 per week.

How much does this newspaper win or lose per year?

Question: What is wrong with the above picture?

J. H. WOODS HONORED

J. H. Woods, managing director of th *Calgary* (Alta.) *Herald* and president o the Canadian Press, was honored by th Herald staff at a banquet held Friday April 22, in the Palliser Hotel, Calgary The occasion was in honor of his 20t year as head of the Herald organizatior

"SUBS" FOR OPERA TENOR

When Forest Lamont, Chicago operati tenor, was forced to cancel an engage ment to sing the solo part in Handel' "Messiah," in Pittsburg, Kan., Apri 29, Clyde Neibarger, city editor of th *Pittsburgh Headlight,* went on as substitute.

Agencies Heartily Approve

Ask any agency or any advertiser—and be prepared for a revelation of just what they do think of the successful checking proof service we are operating. There is no question of the value of our service to an agency or advertiser, as it cuts their work to about one-third of what they formerly had to contend with when handling complete copies for checking purposes. Now, they are receiving a service on which they can depend at all times, and if additional checking proofs are needed they can write or phone us direct at New York or Chicago and receive very prompt and satisfactory service.

NOW—377 newspapers

The Advertising CHECKING BUREAU Inc.

79 Madison Ave. New York — 538 So. Clark St. Chicago

The Fashion in Mats

For the big town newspapers

Metropolitans and Marathons

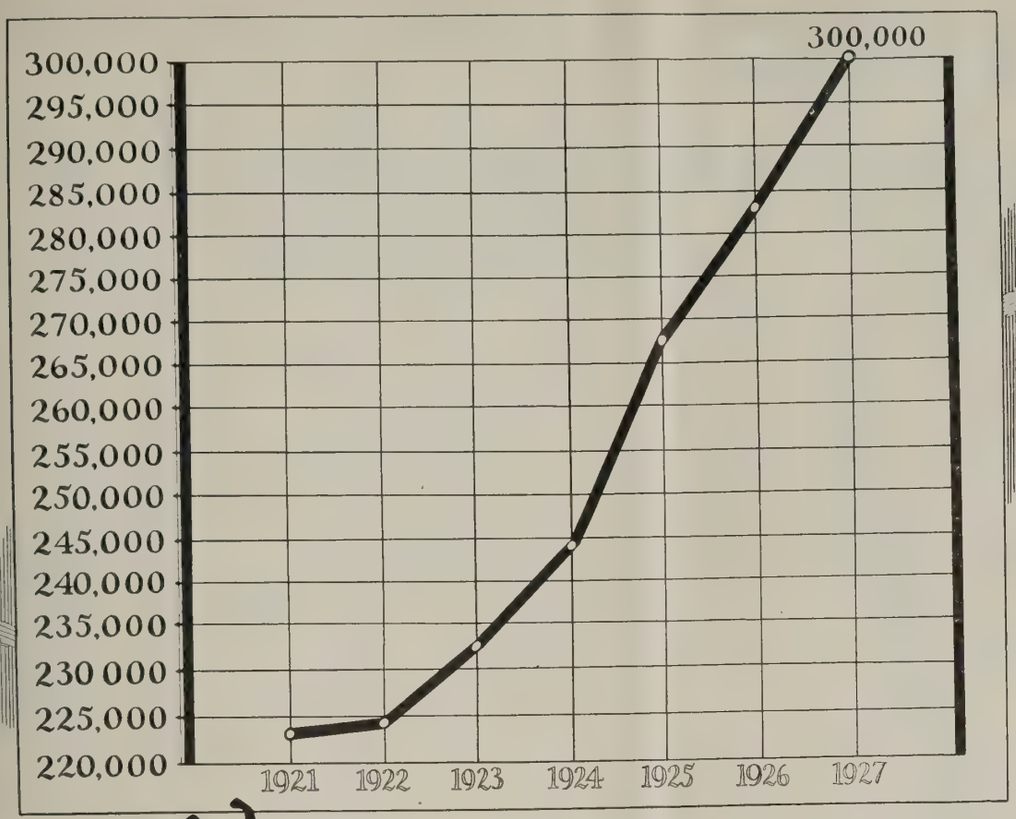
For the newspapers of smaller cities

Improved Standards

It is gratifying to know WOOD DRY MATS are essentially an American product, in conception and in manufacture. In their development no German formula or process has had a part. They are the only truly American dry mats—and they are the best. Output unlimited and unfailing service.

Wood Flong Corporation

Stillwater, New York



7 years' growth of The Sunday Star

now 300,000!

IT is an unheard-of thing for a city the size of Kansas City to have a paper with 300,000 circulation.

Yet that is the record of The Kansas City Star. It was attained Sunday, April 24.

Another unheard-of thing is that any paper should reach that figure without predating—or as the practice is commonly called, "bulldogging." The Sunday Kansas City Star is not printed Thursday, so as to be on sale at distant points by Saturday. It observes the regular closing hours of the week-day editions and contains late and complete news dispatches to and including Saturday night.

The 300,000 total represents only copies actually circulated and paid for. Pressroom waste, papers used for office purposes, exchanges and the like are always deducted from The Star's circulation statements.

The attainment of 300,000 circulation has another significance. Such circulations do not exist except in key markets. If Kansas City were not the center of a rich empire and if that empire did not look to Kansas City as its metropolis, then a circulation of 300,000 for The Sunday Kansas City Star would be an impossibility.

But the empire is here and the buying power is here and the merchandising opportunity is here—and The Sunday Star, with 300,000 paid circulation, stands ready to serve you.

THE KANSAS CITY STAR

Morning 250,000 **Evening 250,000** **Sunday 300,000** **Weekly 500,000**

New York Office, 15 E. 40th
Vanderbilt 10172

Chicago Office, 1418 Century Bldg.
Wabash 9360

SHOP TALK AT THIRTY



By MARLEN PEW

SUCH are the vicissitudes of newspaper work in this interesting day and age that few members of this council will have escaped the emotional experience of having at some time been fired from his job. The thrill that goes with that little business transaction is so common in our worthy craft that it needs no description at my hands. Various temperaments accept the blue envelope variously. Some weep, some rage, some sneer, some laugh and all walk off to get a better job elsewhere. But each and every discharged newspaper man must feel himself an unfrocked priest. He loses more than an engagement which offers the means of livelihood—he loses power. Nothing so hopeless, no one so helpless as a writing man deprived of a place for his written words.

* * *

THIS ruthless firing of men from newspaper jobs has been a merciless business in this country for many years. Few offices have been spared the swaggering martinet whose arrival on the seat of might brooked no interference or even fair competition among other members of the staff. He himself might be only a hired hand but his power to "hire and fire" was a two-edged sword. No matter how corrupt, disloyal to his paper or incompetent his adminstration of office his dominion over his slaves was absolute and covered all of his needs. Did a better man threaten to divide the honors? Off with his head. Had another an accomplishment to his credit which might be swiped and layed at the feet of the Great Boss? Off with the varlet's bean! This kind of brutal arriving has made thousands in this craft of ours suffer temporary embarrassment and loss, but life under the domination of such petty tyrants is never worth while and to be fired from such company is surely a blessing only thinly disguised.

* * *

I HAVE long believed that a man who honestly and efficiently serves a job establishes in it something akin to an equity. At least, except for very good and established cause, summary discharge from a position which has been faithfully served should be impossible. Such have been the injustices in some sections of our press that I have heard many newspaper men say that the European system of "time notice" should be invoked here. It is not possible to fire any salaried man without several months notice or fair, financial adjustment in many countries, notably England and France. Most people in this country would not be in sympathy with the principle of this rule, since incompetent and designing employes may make a license of it, but perhaps it is better than is the cruelty of the martinets we are all familiar with.

* * *

WE know how it feels to be fired, but how many of us know how it feels to be merged? Once I was fired, and with pardonable pride I boast that the job took seven men, such is my docility when I feel I am the victim of injustice, but never have I experienced the sensation of having a newspaper suddenly slip out from under me through a sale or failure. But at this round table today sits a man who can tell how it feels to be merged. I have the pleasure of introducing Mr. J. S. Farquhar of Cedar Rapids, Iowa. The following is his own story in his own delightful style.

* * *

Prelude.

Cedar Rapids, Iowa, April 18—The *Cedar Rapids* (Iowa) *Republican*, established in 1870 as successor to the *Observer*, issued its last edition April 17 and on Monday appeared in consolidation with the *Cedar Rapids Gazette* as the *Gazette and Republican*—

EDITOR & PUBLISHER,
April 23, 1927

* * *

WITH increasing recurrence EDITOR & PUBLISHER chronicles the passing by merger or consolidation, of one historic American daily after another. It is indeed an age of consolidation. Clayton Gilbert, western manager for the United Press, stated the other day that there would be 100 dailies in America merged before the end of 1927. The prediction is significant. Of all the merger stories I have followed in EDITOR & PUBLISHER during the past year, I have yet to read an impression or interpretation of the sensation depicting the emotions of the party of the second part. After accumulating six or seven Iowa newspapers and doing a little merging myself, I would commend to any jaded newspaper publisher, whose adrenal glands need jolting, the experience of getting himself merged with the dastardly reptile down the street.

* * *

THERE is both an intimacy with the people of the town and a glamour which goes with the title of an editor and publisher in a small midland city, both of which are calculated to leave a merged newspaper man in about as lonesome a state as Robinson Crusoe found himself on a desert island. The boys who were going to sell you a new press seem to have lost some of their cordiality. The feature syndicate representatives don't offer to buy the lunch any more. There is a note of exultant happiness in the manner of greeting of the print paper supply man whose contract you cut short because you found you could buy cheaper somewhere else. Aspiring politicians, who thought you stood well with the governor and formerly haunted the office, now nod vaguely as though wondering where they had seen you before. The editor of the nearby weekly paper, noting that the dog is now tied up, shouts hosannas in honor of the editor of the merged combination and denounces you as a pussyfooter and an executive misfit. The death by the merger of the Seven Seers, which has been a bitter pill to the editorial business as a profession, he marks with unusual glee. This feature EDITOR & PUBLISHER in its issue of April 17, 1926, reviewed and editorially commented on as a "notable contribution to the journalism of the day." The Hell Boxers, whose contributions over the years have flowed in from every part of the country, were most unreasonable. They could not understand how I could have allowed their column to expire and held me personally responsible.

* * *

BUT of all the sad sights, perhaps none bore quite the reproach of the local merchants who failed to advertise with your paper which only had 19,000 circulation while your competitor had 20,000, and now hold you personally responsible for the substantial rate increase naturally effected by the merger. The president of our corporation died on the day our last issue appeared so he was saved from that portion of grief which would have fallen to him.

Personally I think I cared more about what my barber would think than any one else. He has always held a very exalted opinion of me and in my modest way I have done what I could to perpetuate the halo. I do not think he ever found out I was not as prominent a citizen as my contemporary and there have been moments when I dared to hope he thought my paper had the most circulation. I may have confused this impression, however, with the one of gratitude he evinced when I would purchase a bottle of hair tonic. I did worry about what he would think and what his attitude toward me would be when he heard the news.

I might have known I would be spared. There is indeed a divinity which shapes our ends. The night before the merger he got drunk. His wife sued him for divorce and up to date, although diligent search of turkish baths and similar habitats of restoration has been made, he has not been located. So the worst is over. It did not hurt nearly as much as I thought it would.

I think I hear California calling. It listens good to me.

FIRE IN WORLD BUILDING

The Pulitzer Building at 63 Park Row, New York, where the *World* and *Evening World* are published, was the scene of a small fire last Monday afternoon which started in the boiler room in the basement of the building. The blaze was quickly extinguished and the damage was negligible.

NEW LEAD-WAX FLO USED IN ENGLAND

Product Just Placed on Market Cla to Have Many Advantages Ov Other Methods of Electro- typing

LONDON, April 23—A new lead flong, just placed on the British ma claims to offer many advantages other methods of electrotyping. flong consists of several thin sheet pure and soft lead, joined together malleable, plastic composition, and face of the flong being of a sens plastic composition, so that the mo not made directly in the lead but thr the composition.

The form is cleaned in the usual care being taken that the spirit evaporated before the lead-wax is on the form. The sheet of lead- flong is cut about one eighth-inch la than the form. An ordinary hydr press is suited to the purpose of mo ing, provided the platens are par The flong is placed on the form, with packing material on top. Any de depth in the half-tones may be obta by substituting softer or thicker pac When the shell is obtained the old wax matrices may be melted and for backing up the shell. The new cess, it is claimed, eliminates the us wax and gutta percha, the work building up the wax and blacklead the use of steam-wax kettles, case-fil tables, etc., and also does away with unhealthy graphite dust.

GRAPHIC PLEADS NOT GUILT

A plea of not guilty was entered i New York court this week on behal the MacFadden Publications and E H. Gauvreau, managing editor of *New York Evening Graphic*, to the cha entertained against them last week Magistrate Corrigan that they publis objectionable pictures in violation of tion 1141 of the State Penal Code. T was set for Friday, May 6.

SUPREMACY IN building circulation!

THE CHICAGO HERALD AND EXAMINER is now conducting the greatest circulation-building campaign in its history. Naturally, the HOLLISTER CIRCULATION ORGANIZATION is in charge for publishers everywhere recognize this organization's unrivalled pre-eminence in increased circulation by many thousands in sure and rapid-fire fashion, and by absolutely clean and satisfactory methods. A long line of metropolitan dailies, such as The Philadelphia Inquirer, The Cleveland Plain Dealer, The Memphis Commercial Appeal, The Indianapolis News and others attest Hollister supremacy.

C. B. HOLLISTER, general manager of the organization, will be at the Waldorf-Astoria Hotel during the publishers' convention, and will gladly detail his plan to interested publishers.

The Herald and Examiner, CHICAGO

HOLLISTER'S
Circulation Organization
Home Ad.: 717-8 Commercial Exch. Bldg., Los Angeles

Distinctive Advertising

THE almost universal demand for more distinctive more attractive and more effective newspaper pages is being met with the Ludlow—the simplest and most practical system for setting ads and heads.

Besides saving time and money, the Ludlow assures bright, new type in slugs, delivered on the galley in unlimited quantities, as needed. With the Ludlow you can cast, without machine or mold changes, any size face up to full-width 72 point upper and lower-case, and even 84 point caps.

This explains why newspapers of every size the world over are setting their news headings, feature headings and advertising display with Ludlow faces.

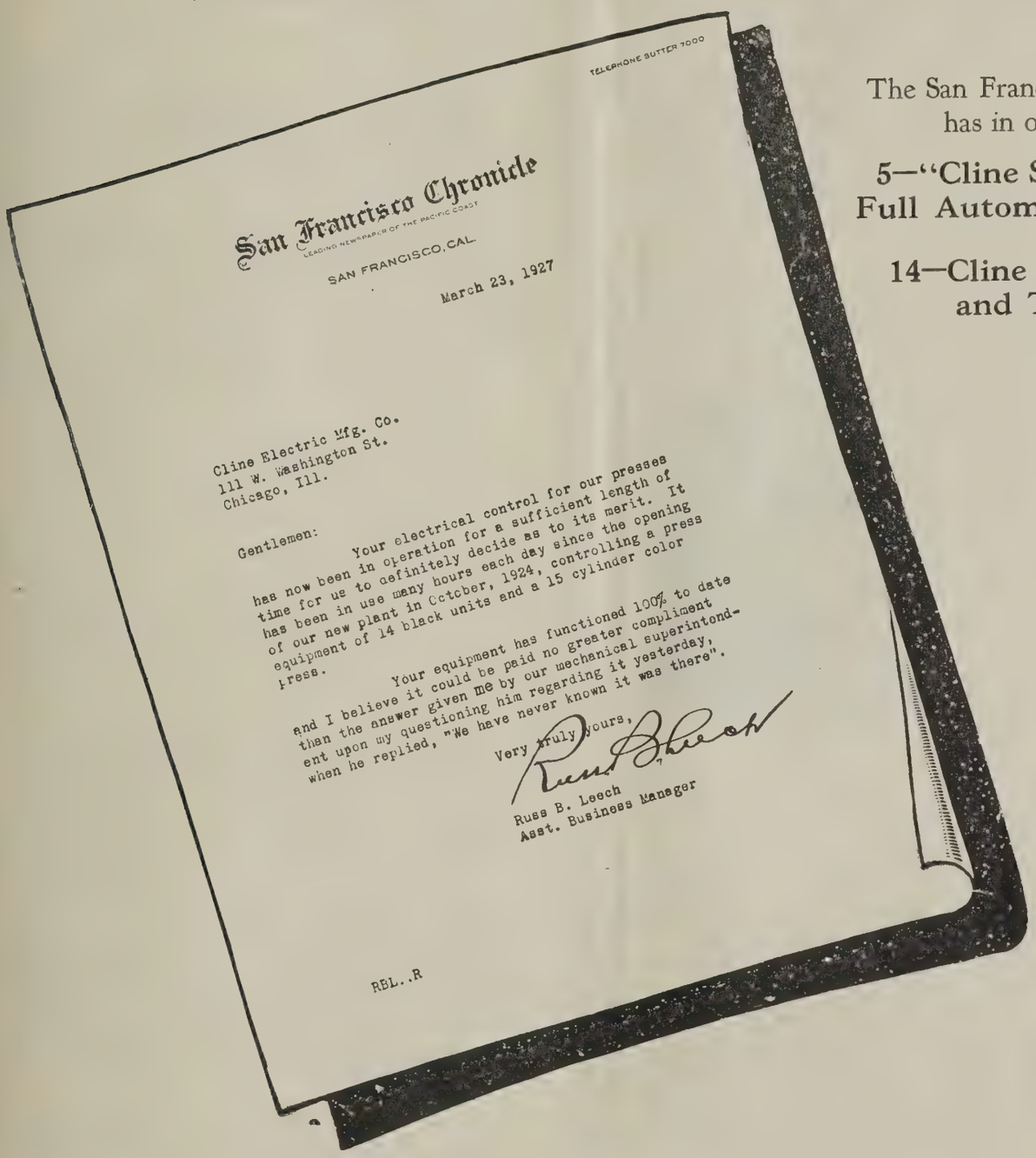
Complete facts about the Ludlow of today and what you can accomplish with it in your plant will be gladly sent on request.

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago, Ill.

Boston: 470 Atlantic Avenue
New York: 63 Park Row
Atlanta: 41 Marietta Street
San Francisco: 5 Third Street

PRINCIPAL DISPLAY LINES SET IN LUDLOW CAMEO

THE SAN FRANCISCO CHRONICLE Says the "CLINE SYSTEM" Functions 100%



TELEPHONE SUTTER 7000

San Francisco Chronicle
LEADING NEWSPAPER OF THE PACIFIC COAST

SAN FRANCISCO, CAL.

March 23, 1927

Cline Electric Mfg. Co.
111 W. Washington St.
Chicago, Ill.

Gentlemen:

Your electrical control for our presses has now been in operation for a sufficient length of time for us to definitely decide as to its merit. It has been in use many hours each day since the opening of our new plant in October, 1924, controlling a press equipment of 14 black units and a 15 cylinder color press.

Your equipment has functioned 100% to date and I believe it could be paid no greater compliment than the answer given me by our mechanical superintendent upon my questioning him regarding it yesterday, when he replied, "We have never known it was there".

Very truly yours,

Russ B. Leach
Asst. Business Manager

RBL..R

The San Francisco Chronicle has in operation:

5—"Cline Systems" of Full Automatic Control

14—Cline Roll-Stands and Tensions

The Cline Electric Mfg. Co. furnish Motors and Control Equipments for Printing Presses and Auxiliary Machinery for Newspaper and Job Presses.

CLINE ELECTRIC MFG. CO.

MAIN OFFICE, CONWAY BUILDING, 111 W. WASHINGTON ST., CHICAGO, ILL.

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
SAN FRANCISCO
CALIFORNIA

CLINE SYSTEM

EASTERN OFFICE
MARBRIDGE BLDG.
47 WEST 34th ST.
NEW YORK CITY

OCHS AWARDED GOLD MEDAL FOR LEADERSHIP IN JOURNALISM

Presentation Made May 4 by Frank B. Noyes in Behalf of National Institute of Social Sciences

A GOLD medal for leadership in journalism was awarded on May 4 to Adolph S. Ochs, proprietor and publisher of the *New York Times* by the National Institute of Social Sciences. The presentation was made at a banquet of the Institute at the Waldorf by Frank B. Noyes, publisher of the *Washington Evening Star,* and president of the Associated Press, after a brief introduction by William C. Redfield, president of the Institute.

In making the presentation, Mr. Noyes said:

"I recognize, of course, that this privilege comes to me in a representative capacity but both as spokesman for the press of the United States and as an individual. I confess to a great pride that I have been selected to present the gold medal of the National Institute of Social Sciences to a colleague who typifies the best in American journalism and at the same time is a dear friend of many, many years.

"I first met Adolph S. Ochs about 40 years ago, when he was the owner, editor and publisher of the *Chattanooga Times* and attended meetings of the American Newspaper Publishers Association here in New York. With our first meeting he stood out above the ruck of casual acquaintances. With no knowledge of metropolitan journalism his eager, avid mind was on a ceaseless quest for information as to the methods—editorial, business, mechanical—of the larger newspapers of that day. The results of those questing years are now shown in the noble monument he has built for himself and for the self-respecting press of our country—the New York Times.

"No great institution, that I know of, and no one man can so completely be identified as creation and creator as is the case with the Times and Mr. Ochs, and this is so although since the day that he acquired control of the paper—then a fast sinking property—he has sought for and gained the association with it of very able and strong men to whom he has generously and justly given full credit for very notable work.

"The fact that this medal is being awarded to Mr. Ochs is proof that I can add nothing to what you already know of the Times and I realize that I am only lamely giving voice to the general recognition of a very great newspaper, the greatest, in my opinion, of a very great journalist and of a very great citizen.

"It is pleasant to remember that Mr. Ochs has met with extraordinary material success and at the same time printed a newspaper that has been a source of pride to the newspaper men of America. Most of his profits have been plowed back into the paper, for no expenditure has seemed prodigal to him that made the Times better and more complete.

"As examples of unexploited expenditures which it has seemed to him fitting for the Times to make, I may mention two which have come to my knowledge and which should appeal especially to this gathering. One was the underwriting of the American Year Book for five years. The guarantee for 1926 was to meet the expenses of that year up to $20,000. The second was the agreement of the Times to advance a total of $500,000 for the preparation of the manuscript of the Dictionary of American Biography, a monumental work sponsored by the American Council of Learned Societies Devoted to Humanistic Studies.

"I think, however, the benevolence from which Mr. Ochs gets the most pride and satisfaction is the fund that the readers of the Times subscribe to each year for the benefit of the 'Hundred Neediest' and which has increased year by year from $3,650 in 1912 to $280,000 in 1926.

"For more than a quarter of a century I have been most intimately associated with Mr. Ochs in our common work in The Associated Press and have come to really know his high ideals, his keen intelligence, his absolute justness.

"On the personal side, I love the man, his tolerance, his generosity, his kindly humor."

MORDEN RETIRES AS OREGONIAN MANAGER

Relinquishes Duties Near 75th Birthday—Succeeded by O. L. Price, Co-trustee with Morden of Pittock Estate

Almost coincident with his 75th birthday, C. A. Morden on May 1 retired as general manager of the *Portland Oregonian.* He is succeeded by O. L. Price, a fellow director and secretary of the



C. A. Morden

Oregonian Publishing Company and co-trustee with Mr. Morden of the estate of Henry L. Pittock, late publisher of the Oregonian.

Although it has been known for some time that Mr. Morden in his advancing years desired to be relieved of the cares and responsibilities of his position, the announcement of his resignation came as a surprise. He will remain as a trustee of the Pittock estate and will act as an advisor in some of the larger policies of the Oregonian.

Mr. Morden became associated with the mechanical department of the Oregonian in 1880. As a youth he had worked at the printers' trade in Cincinnati, Boston, Omaha, Denver and San Francisco. In Portland his promotion was rapid. He was first foreman of the *Sunday Oregonian,* foreman of the *Evening Telegram,* then owned by the Oregonian, and later foreman of the Oregonian mechanical department.

As the paper grew there came to be a close friendship between Mr. Morden and Mr. Pittock, who had begun his career as a printer. On Jan. 1, 1907, Mr. Morden was made assistant manager and increasing responsibility was placed on him in Mr. Pittock's later years.

Mr. Pittock died Jan. 28, 1919. His will created a 20 year trust of his varied properties, including the Oregonian. He named two trustees, Mr. Morden and Mr. Price, who had been his legal advisor and confidential secretary.

"I am turning over to Mr. Price an organization which I believe could not be excelled. From mailing room to editorial department," said Mr. Morden.

Mr. Price became confidential advisor to Mr. Pittock in 1906 and remained until Mr. Pittock's death. He was executor of Mr. Pittock's will and has since joined with Mr. Morden in the management of the large estate. Mr. Price said he contemplated no organization changes.

The truth ---from a competitor

We quote from a presentation to an Indianapolis advertiser by a competing medium (not a newspaper):

"We recommend that you confine your newspaper advertising to The Indianapolis News. Through concentration in one newspaper, you will be able to make a dominating impression consistently before the same readers. It is far better to take a given list and persistently and consistently drive home your message to them than to half-heartedly and partially reach a greater number.

"That it will be far more effective to concentrate in this one newspaper only is fully borne out by the fact that this newspaper handles 69% of the food and grocery advertising in Indianapolis. To further impress you, we call particular attention to the fact that this big proportion is maintained by The News with six issues a week against thirteen issues of the other papers."

This endorsement of The News on an exclusive basis by a competing medium indicates graphically the power, prestige and influence of The News in Indianapolis.

The Indianapolis NEWS

Frank T. Carroll, *Advertising Director*

New York Office
Dan A. Carroll
110 E. 42d Street

Chicago Office
J. E. Lutz
The Tower Bldg.

"SHERRY"

The Love Story of a Spoiled Society Girl

A FAMOUS FEATURES FICTION SERIAL

Adventure — Romance — Conflict — Suspense
Amidst the Glamour of Reckless Wealth
A Delightful Heroine—the Daring Daughter
of Prancing Parents

"SHERRY" was written by

BARBARA WEBB

Author of "JOY"

("JOY" went over big. Managing editors praised it highly for its circulation building, its illustrations and promotion material. If you haven't run "JOY" send for promotion book and sample chapters.)

CIRCULATION

PROMOTION

"SHERRY" comes to you complete with a big 8-page Promotion Book, filled with ads, advance publicity stories and promotion ideas.

24 Chapters—Specially posed photograph with each chapter (mat or glossy)

READER INTEREST

Wire Now!

FAMOUS FEATURES SYNDICATE

INCORPORATED

1819 Broadway, New York, N. Y.

GIVEN, A PRESSROOM

and the following benefits of the machinery we ha

FIRST: Normal running speed may be set at a new high level and constantly maintained thereat.

SECOND: Time lost while making paper changes may be saved. Presses no longer need be run on slow motion or stopped for the changing of paper. Rolls may be changed at running speed.

THIRD: Spoils, now made by slowing down for paper changes, may be saved.

FOURTH: Running time between the start and finish of any edition may be shortened.

FIFTH: A distinct improvement in printing may be made.

SIXTH: Printing-machine breakdowns may be almost wholly eliminated, and printing machine repairs reduced far below the present minimum.

These benefits are made po below, which may be se

A new and ultra-modern steel newspaper printing and folding unit of great producing capacity. This is in a wholly new class, in speed of production, in certainty of operation, in unbreakableness, in freedom from the excessive wear and tear now incident to the production of heavy editions, and in ease and economy of operation. It will be found to excel not in a few points only but in all of the attributes which make for high speed, fine printing, accurate folding, and the owner's unalloyed satisfaction.

A single illustration will serve to show the thoroughness with which in this machine we have dealt with the practical problems of the pressroom, its anti-friaring indestructible c prevent friaring at all speeds,

An automatic full-speed p matically pastes a full paper rol or stopping the press, and thus chine into producing time. It printing through the maintenan saves the waste of printed pap change.

These inventions open to the publisher a new means of growth expenditure hitherto unknown, and may save him the need of

OSCAR C. ROE

WOOD NEWSPAPER MACHINERY COR

F ANY DIMENSIONS

got by the installation
ready for the market

'ENTH: On collect runs products may be increased by two pages instead of by four pages, thus saving the pages unnecessarily set, cast, and printed to fill out.

HTH: Overruns and underruns of production may be eliminated. The moment the actual number of copies required for any section or edition have been run all presses cease printing. This is done by an automatic device we have named The Production Controller.

'TH: Third, Seventh, and Eighth save newsprint.

NTH: Cost of production per copy, covering investment and operation, may be reduced.

VENTH: As long as our machinery is in the hands of its original purchaser, our guarantee covers it.

ELFTH: It is kept continuously under inspection without charge.

the machines mentioned
peration at our shops

'hese cylinder bearings taken up or replaced.

device. This auto- without slowing down nning time of the ma- output and improves ed of operation, but it ults from every paper

A two-page inserting mechanism which enables the publisher to increase the number of his pages by twos instead of by fours, upon large as well as small products. This for example enables a sextuple press to produce 26, 30, 34, 38, 42, 46, 50 and 52 paged papers, and an octuple press to produce 34, 38, 42, 46, 50, 54, 58, 62, 66 and 68 paged papers, in addition to their usual products.

A production controller. This device automatically adds, announces, and controls the output of a group of presses. It shows continuously the number of copies still to be printed as well as the number already run. When the last copy is printed all presses stop.

y. They afford him an intensive use of space, time, and
of the purchase and development of adjoining property

ger of Sales

TION, 501 Fifth Avenue, New York City

EDITORIAL



For whom the Lord loveth He chasteneth, and scourgeth every son whom He receiveth.—Hebrews, XII; 6.

LIMITS OF RADIO

WE see the members of the new Federal Radio Commission casting about for light on the meaning and effect of the Radio Act of 1927 which was calculated to control this form of communication in the "interest, convenience and necessity" of the public. While the law says there shall be no censorship of radio broadcasting and that "freedom of the air" must be safeguarded, it is recognized that there are physical limitations that play an important part in the matter.

Speaking of this H. A. Bellows, commissioner from the fourth radio zone, embracing the Central states, said: "A broadcasting station is in many ways akin to a newspaper, but with this fundamental difference: there is no arbitrary limit to the number of newspaper publications, whereas there is a definite limit, and a very low one, to the number of broadcasting stations which can operate simultaneously in our country. This limit has not only been reached, it has been far surpassed. The demand from every section of the country is to cut down the number of stations in the interest of the listening public."

It is the policy of the government to permit broadcasters to take their own view of proper program material and deal with "free speech" issues as they see fit. But, of course, it is also recognized that the final arbiter is the listening public. As Mr. Bellows said it will be the people who shall finally decide whether radio shall be merely an entertainment, an educational force or an advertising device and how free, within its scope, it can be in the matter of clearing to the public truth concerning public affairs.

Increasingly the testimony of those best equipped to discuss the great questions involved in radio broadcasting is that it in no wise, as at present developed, threatens the newspaper industry. Only insofar as newspaper men themselves have gratuitiously offered to radio certain natural newspaper functions has it interfered. And, to date, that has been insignificant.

The question and answer feature that is now so popular in newspapers deserves commendation both as entertainment and as an educational stunt.

THE THIRD DEGREE

TO the layman there appears an easy way out of the interminable doubt and confusion that follow police "third degree" methods. Invariably the defendant, when before the jury, repudiates his police confession and alleges that it was made under duress and exhaustion. "I was so tortured, so sleepy, so hungry or thirsty, I would have signed anything," is the common court-room plea. The public has often seen newspaper exposures of brutal third-degree tactics to wring confessions from accused persons. This plea therefore in many cases appeals to intelligence and sympathy of jurors. Perhaps strong-arm police methods are necessary. Detectives deal with very desperate people. However, when the third degree goes wrong the supreme harm has been done. Better a hundred guilty escape than that one innocent person pay an unjust penalty.

A very simple and democratic expedient might be used to prevent the signing of confessions under duress and at the same time support the police when they have properly done their work. This would be a law which would empower specified high police officials to immediately summon three citizens to act as a jury of silent witnesses of their work before the accused has been allowed to advise with counsel. These citizen observers would be able to go on the witness stand and describe the third degree processes, both in the interest of the accused and of the state. They would be responsible to the court for their conduct. Their part would merely be to testify whether confessions were made voluntarily or under duress. We believe that this system would materially aid justice. It would scarcely be possible for a defendant to go on the witness stand and repudiate a confession which had been fairly obtained by detectives. Also it would dispose of the popular belief that the police, to score convictions, often cruelly frame-up suspects.

A BAD DREAM

"CAN the newspaper be purified?" is the title of an amazing article appearing in the current issue of *America*, an old and influential Catholic weekly review. The author is none other than Theodore F. MacManus, one of the best-known advertising agents of the country, with headquarters at Detroit. EDITOR & PUBLISHER has long held Mr. MacManus in high esteem. He started his career as a reporter and intelligence carried him to an editorship. Then he built up an advertising agency which will buy $15,000,000 space for its clients this year. Mr. MacManus is not only a successful business man, but one who stands for principle in business. He is usually a thoughtful worker.

But we find some strange lapses of thought in his article, which is a scathing denunciation of the modern newspaper, based on the opinion that journalism which intended good for the reader and the country died with the Greeleys, Wattersons, Danas and Locks and "other giants who shaped the political and almost the social and moral habits of our earlier national years." For the power they wielded, Mr. MacManus says, has been substituted shock, sensation and suggestion and "the newspaper has become merely a disseminator of dubious news—the periodical publisher, the entrepreneur." The newspaper business, he charges, is cowardly, there being no other business which is so "corrupt and corrupting." The writer adds that the "spigot of filth is turned on as deliberately and cold-bloodedly and mechanically for the stimulation of the circulation as the presses are started by the pressman for the printing of the paper."

This deep indignation in Mr. MacManus arises from a feeling that such cases as the Hall-Mills, Peaches-Browning, Leopold-Loeb, Ben King, Charlie Chaplin, Fatty Arbuckle, Earl Carroll cases in the news were played for sensation, and Mr. MacManus refers contemptuously to an effort by newspapers of standard size to shift responsibility to the tabloids. "All are equally guilty, for all have interpreted public taste in the lowest terms," he says.

These charges have been made before and they are not surprising. There are two schools of thought on this subject, one that would make the newspaper smother and cover all the unpleasant phases of our existence and permit the generation to see life through rose-colored glasses, and another school that believes in realism in the news and that a newspaper's reflections cannot be higher or lower than the objects reflected.

But at this point in his statement, Mr. MacManus makes a remarkable suggestion. It is that the members of churches effect a censorship of the press through organized boycotts. Mr. MacManus does not use the word "boycott," but that is what his plan means. And in the final analysis his scheme means censorship enforced by an advertising fudgeon. We quote his own words, which must have been written in anger rather than in a studious mood:

"To the skeptic and the scoffer I have just this to say—a quarter of a century of experience has given me some knowledge. And I say that any average newspaper can be disciplined, cleansed, and reformed by a massed program of signed pledge cards. What sort of pledge cards? Cards pledging the signer to refrain for a period of thirty, sixty, or ninety days from reading or permitting to be read in his or her home any newspaper or periodical prejudicial to private or public morals. How would these pledge cards be distributed and gathered? They would be announced from all the pulpits in a particular diocese on a particular day; distributed in the church and gatherede at the church door. Who would sponsor the movement? The pastors, I hope. Who would execute it? The congregation, but more especially, the women of the congregation. When would it begin to work and produce its effect? Not later than Monday morning. How? Through panic on the part of the publisher—almost immediately afterward by protest from the advertiser publisher alarmed at the withdrawal of so large a boo the newspaper circulation."

Even granting that Mr. MacManus's sweepin inclusive, positive charges were true, and we for an instant make the concession, his cure regarded by rational people as much more dan than the disease of which he complains. Takin at his word, what he wants is an indepe courageous free press, influencing our soci political well-being. He would proceed to ge intimidation, threat, fear and economic punis He would establish the most irresponsible ship that has ever been proposed to supplant e responsibility which, whatever may be said knows some checks and balances in its portra the world's news. He would put a club of into the hands of a "mass" of people, assumi wisdom, honor, good taste, judgment, morals, in the mass, which is another name for whether of church-going people or other peopl they are acting under impulse rather than disciplined, studious thought. If mass censors boycott and advertising threat can be invo make newspapers conform to preconceived standards, of course the same power will be control public expression in political matters. follows as day the night.

Sensible people in this and many other co have witnessed with withering humiliation, the post-war, jazz age, a public demand f literature. It has been only one phase of the degeneracy of the times. Some publishers catered to it, for circulation purposes, as Mr Manus charges. But the average newspaper has merely reflected it in his news columns in editorial columns and in features he has p the gospel of decent living as well as it ever h preached in our press. The filth that Mr. Mac inveighs against is not the filth of the press the filth of the mass. Some newspapers hav it their own filth, but the returns are not all the old economic check will yet, we believe, erted and those papers shall perish as have have sought to build upon the sands of mere sa appeal. That has been newspaper history, will repeat.

The mass has it in its power, without pledge cards, to make newspaper publication sonal scandal and ordinary criminal news und and unprofitable to any newspaper. It ca creating offensive news. It can stop deman There are editors, and plenty of them, who real sacrifices to maintain principle and giv readers that which they believe is social serv we submit those newspapers that do cater appetite exist by reason of the social mass MacManus, picking a church group, would tr mass. His second thought would be that if were to be established other groups would ap same principle to gain their preconceived no what is right and what wrong. Mr. MacMa had a bad dream. There are more devils cheese than in the journalism he condemns.

Here's your hat, Mr. Spokesman, take o' yourself!

STUTTERING TYPE

IN the bull-dog edition of a New York n newspaper this week we started to cou graphical errors and finally gave it up great a task. In the running story of the murder case, which the paper was featuring were slug lines, type upside down, sentences plete, pi-lines, names of compositors on "tak the main story jumped in the middle of a sen nowhere at all.

No one need tell us that this paper was rai but it was not more of a haste job than seve ning papers had done very neatly hours bef morning paper came on the street. We have but sympathy for newspapers that fall victim typographical error. It is a plague that hum best of them. But when stuttering type is pl evidence of recklessness and is habitual, as in of this bull-dog, we wonder why someone c call a halt.

PERSONAL

NNOUNCEMENT has been made of a gift of $1,000 from Cyrus H. K. tis of the Curtis Publishing Company the new yacht club being built at tland, Maine.

gden L. Reid, publisher of the *New k Herald Tribune,* has been re-elected irector for three years of the Inter- onal Paper Company.

lerbert F. Gunnison, president of the oklyn *Eagle,* who recently fractured collar bone in a fall on board ship e was returning from a West Indian age, has so far recovered as to be his desk in the executive offices of Eagle part of each day.

. W. Fairchild, president of the Fair- d Publications, Mrs. Fairchild, and iece, Louise Fairchild, sailed on the S. Leviathan on Saturday, April 30, Europe. Mr. Fairchild will be gone l July 15 and while abroad will visit the foreign offices of his publications.

esse H. Neal, former secretary of the ociated Business Papers, Inc., has ar- d in Paris at the end of a lengthy ation spent along the Mediterranean. will return to the U. S. May 10.

ormer Representative Frank A. rd, publisher of the *Malden* (Mass.) *ws,* and Mrs. Bayrd sailed last Satur- from New York on the liner Conte ncamano for a 10 weeks' trip to Mo- co, Spain, Italy and France.

loy Ronald, editor of the *Mitchell* D.) *Republican* and a former Sioux y, Iowa, newspaper man, presided at annual convention of the 19th district International Rotary at Sioux City week. He was at one time on the ortorial staff of the *Sioux City Trib-*

George F. Booth, publisher of the *rcester* (Mass.) *Telegram Gazette,* been appointed a member of the com- tee to plan the celebration of the ter- tenary of the state of Massachusetts, be observed in 1930.

Eugene P. Martin, former publisher and ner of the *Miami* (Okla.) *Record- rald* and later general manager of the *mi News-Record,* is seriously ill at Joplin, Mo., hospital. Martin was at time president of the Oklahoma Press sociation.

IN THE BUSINESS OFFICE

OHN J. SULLIVAN, assistant adver- tising manager, and James T. Kelly, istant circulation manager, were ted president and secretary respec- ly of the *Worcester* (Mass.) *Post* ployes' Association, pro tempore, at neeting April 27. Reorganization of association is being planned.

ollowing the appointment of P. Mon- Smock, editor of the *Vashon* ash.) *News-Record,* to the position District State Horticulturist, P. T. rber, formerly foreman in the News- cord plant, has taken over business l editorial management of that paper.

IN THE EDITORIAL ROOMS

ACK MYERS, Australian correspon- dent of the *Chicago Tribune,* ar- ed in Chicago recently from Sydney, ere he has represented the Tribune several years. This is Myers' first to America in eight years.

Arthur Ruhl, a member of the editorial ff of the *New York Herald Tribune,* l who was Berlin correspondent for ut a year, has gone to Central Amer- n on a two months' leave of absence, collect material for a book on Central nerica, to be published by Scribner's.

H. B. Duval, formerly of the staff nsas City *Journal-Post,* has joined the itical staff of the *St. Louis Globe- mocrat.*

Vernon E. Fairbanks has been named editor of the *St. Paul Pioneer Press,* ceeding John H. Lienhard who has ned the *Dispatch* staff. Mr. Fair- nks returns to the paper after more n two years as news editor in the sociated Press office in St. Paul. Previous to that he did reportorial and rewrite work on the Dispatch.

Frank R. Wolfe, formerly of the copy and art department, *Chicago Tribune,* has joined the staff of *Liberty Magazine,* where he is doing merchandise and promotion art work.

Charles N. Wheeler, political writer on the *Chicago Herald and Examiner,* has been named assistant to the president of the Illinois Power & Light company.

H. V. Dismukes has succeeded Thos. W. Howorth as editor of the *McAllen* (Tex.) *Monitor.*

Theodore Wallen, a former assistant to George B. Armstead, managing editor of the *Hartford Courant,* is now political writer for the *New York Herald Tribune.*

Harold Bennison of the *Boston Traveler* spoke on "Loose Leaves from a Reporter's Notebook" before the Whitinsville, Mass., Congregational Church Men's Club, April 27.

Walter F. Forbes, financial editor of the *Minneapolis* (Minn.) *Evening Tribune,* who has been critically ill, has been removed from the Eitel hospital to his home where he is recuperating after an operation.

Jack D. Webb, of the editorial staff of the *New York Morning World,* has succeeded Earle Meyer in the publicity department of the Paramount Famous Lasky Corporation, New York office.

Lawrence J. Keefe, formerly political editor of the *Newark Star-Eagle,* recently-appointed director of public relations of the Port of New York Authority, was given a farewell dinner April 25 by his former associates in Newark.

Harold Goff, managing editor of the *Salt Lake City Deseret News,* was appointed a member of the board of regents of the University of Utah last week by Governor George H. Dern.

Philip Rose, until recently Sunday editor of the *Hartford Courant,* has been promoted to assistant managing editor of that paper. Joseph Deshon, formerly assistant Sunday editor of the Courant and for the past year free lance writer in Hartford, will be the new Sunday editor.

John McSweeney, city editor of the *Wilkes-Barre* (Pa.) *News,* has been named a school director in Hanover township.

Frank R. Kent of the *Baltimore Sun* will speak in Kansas City, Mo., May 10 before the Missouri League of Women Voters.

Robert McCormick has resigned as city editor of the *Richmond* (Va.) *Times-Dispatch.*

Clifford Knight, cartoonist, formerly with a number of New York newspapers, has joined the *Bridgeport Herald.*

William Whittemore, reporter for the *Albany* (N. Y.) *Sunday Telegram,* and Matthew J. Sweeney, on the staff of *The Times-Union,* are figuring in a local murder trial. The former already has testified as a prosecution witness and Sweeney, has been subpoenaed by the defense. Both wrote stories in the case at the time of the murder.

Announcement has been made of the engagement of L. E. Richwagen of the *Portland* (Me.) *Express* to Miss Christine Petersen of Portland. Mr. Richwagen is a graduate of Dartmouth College and Miss Petersen of the University of Maine.

Joseph C. Lappeus, in charge of the *Albany* (N. Y.) *Times-Union* files and church pages, has been assigned to a congregation in West Sand Lake, N. Y. by the New York Conference of the Evangelical Church meeting in annual session at Reading, Pa.

Edwin S. McIntosh, of the staff, *New York Herald Tribune,* is traveling in the flood area of the Mississippi for his paper.

Edward Fallon, formerly head of the copy desk of the *Newark* (N. J.) *Star-Eagle,* is now news editor of that paper.

Harry A. Stroud, former telegraph editor of the *Shawnee* (Okla.) *Morning News,* is now publisher of the *Tecumseh* (Okla.) *Democrat.* He also is editor of the *Central Oil News* of Shawnee.

Edward L. Kennedy, formerly feature man on the *Newark Star-Eagle,* is making a tour of Europe.

Carter Field, head of the *New York Herald Tribune* Washington bureau, will sail on May 14 for Europe. He will spend a month travelling in Europe and will then go to Geneva to attend the Arms Limitation Conference.

Jean Sabate, city hall reporter for the *Worcester* (Mass.) *Telegram,* has resigned to become editor of a Rhode Island weekly paper.

Edward Logan, head of the copy desk of the *New York Herald Tribune,* is on vacation.

Charles Willoughby, financial editor of the *Albany* (N. Y.) *Knickerbocker Press,* has been accredited as conductor of the editorial page humor column, which is entitled "The Melting Pot." His initials "C. H. W." have just been added to the column, although he has been in charge of it for about two years.

Remo M. Lombardi, formerly city editor of the *Mamaroneck* (N. Y.) *Daily Times,* has been named assistant national publicity director for the Boy Scouts of America at their New York offices.

Ed Brown, *Toledo News-Bee* courthouse reporter, has resigned to go to St. Paul.

M. E. Hennessy, political writer for the *Boston* (Mass.) *Globe* is broadcasting a series of talks from station WEEI of Boston on the subject of: "Presidential Possibilities." He has already talked on the chances of Governor Al Smith of New York and Governor Albert Ritchie of Maryland.

FOLKS WORTH KNOWING

From cub to city editor in four and a half months is the achievement of George L. Brady, city editor of the *Lawrence* (Mass.) *Telegram.* And Brady is only 21 years old. R. W. Emerson, managing editor, tells the story of his employe's rise.



GEORGE L. BRADY

"During last September, Brady came to the Evening Telegram as a real cub," Emerson said. "His only experience had been as a correspondent for a Haverhill daily. I noticed, shortly after his coming, his willingness and a desire to learn. He worked not only days, but nights studying every feature of newspaper work. My interest in him only increased his study.

"The result was that when my city editor severed connections with the paper, I put Brady on the desk. That was late in January and he has stayed there since, making good."

MARRIED

JULIAN STREET, JR., a member of the staff of the *New York Herald Tribune* and the son of the author, to Miss Narcissa Vanderlip, daughter of Frank Vanderlip, April 25, in New York. After a trip to California, Mr. and Mrs. Street will go to Paris, where Mr. Street will join the *Paris Herald.*

Edward F. Darrell, Jr., of the staff of the *New York Herald Tribune,* to Miss Emily Edey Woods of New York, April 29.

C. William Trebosius, editor-owner, *Somerville* (Tex.) *News-Tribune,* to Miss Betty Mae Thomas.

Harrington Wimberly, editor of the *Cordell* (Okla.) *Beacon,* to Miss Myrth McCurley of Cordell, last week.

Whitfield D. Inness, formerly of the

(*Continued on page 32*)

The Writings of
STEPHEN LEACOCK
Ace of Humorists

have been translated into the languages of, and published as books in

France
Germany
Sweden
Holland
Japan
Austria
India
(in Urdu)

Readers of English language publications know the real fun of "laughing with Leacock" not only in the

United States and Canada

but also in

British Isles
Ceylon
Belgium
China
India
British East Africa
Australia
New Zealand

WHY?
STEPHEN LEACOCK
Writes the Universal Language of Humor

Metropolitan Newspaper Service
Maximilian Elser, Jr. General Manager
Earl J. Hadley, Associate
150 Nassau St., New York City

(*Continued from page 31*)

Galesburg (Ill.) *Daily Mail* and now in the Galesburg office of the *Peoria* (Ill.) *Star*, to Miss Ida Clarice Way of Galesburg, April 23.

Frances Gleason, formerly of the circulation department of the *Chicago Tribune*, to Ben O'Shea.

Miss Ruth Werbel, formerly of the auditing department of the *Chicago Tribune*, to Phillip Grodins.

Miss Antoinette A. Lynch of the advertising department of the *Ithaca* (N. Y.) *Journal-News*, to John DeVoe of that city, recently.

Leon Stolz, editorial writer for the *Chicago Tribune*, to Miss Marcia Preble, April 25.

Charles H. Maguire, Jr., chairman of the *Albany* (N. Y.) *Times-Union* chapel, to Miss Agnes McDonough of Cohoes, Easter Monday.

Frank La Chat, of the auditing department of the *Chicago Tribune*, to Mrs. Mae Gurnea, March 12.

James J. Maloney of the composing room, *Chicago Tribune*, to Miss Josephine Darda.

PRESS ASSOCIATION NOTES

ROBERT W. BARROS of Worcester, Mass., veteran Associated Press telegrapher, and Mrs. Barros, celebrated their 25th wedding anniversary April 23. With them were Robert W. Barros, Jr., A. P. operator at the *Worcester Telegram* and Francis E. Barros also an A. P. telegrapher, sons of the couple.

William Magee, Jr., 22, formerly connected with the United Press office in Boston has succeeded Thomas F. Sweeney as manager of the Buffalo U. P. bureau.

Baron Gorge Wrangel, of the exiled Russian nobility, is doing society assignments for Universal Service in Rome. Other royal reporters for Universal Service include Gertrude Lady Decies, covering court and other society in London, and Baron Jacques Benois-Mechin, in Paris.

Robert T. Small, special staff writer of the Consolidated Press, is covering the flood crisis with headquarters in New Orleans.

John Lambert, of the Washington bureau of Universal Service, and Mrs. Lambert, have returned to Washington after a week at Atlantic City.

Thomas J. McBreen, chief of traffic department of the Consolidated Press Association, has returned to his desk after a short illness. L. C. Owen, Pacific Coast superintendent has returned to San Francisco after a visit in the East.

Corinne Rich, staff feature correspondent for Universal Service, has been transferred from the Washington bureau of Universal Service to the New York bureau.

CHANGES OF OWNERSHIP

R. R. LANE, publisher of the *Bement* (Ill.) *Register* the last 11 years, has sold his paper to A. C. McDowell and Carl H. MacCoy. Mr. McDowell was former publisher of the *Rantoul* (Ill.) *Press* and has lately been state editor of the *Bloomington* (Ill.) *Bulletin* and Mr. MacCoy is operating a job shop in Normal.

S. R. Hoover, veteran Missouri newspaper publisher, has purchased the *Slater* (Mo.) *News* and the *Slater Rustler* from M. L. Francis.

Boswell (Okla.) *News*, weekly, has been sold by Bonds & Bonds to M. B. Townsley of Sherman, Tex.

SCHOOLS

OTTO A. SWICKERT of Springfield, Mass., has been elected editor-in-chief of *Maine Campus*, weekly newspaper of the University of Maine.

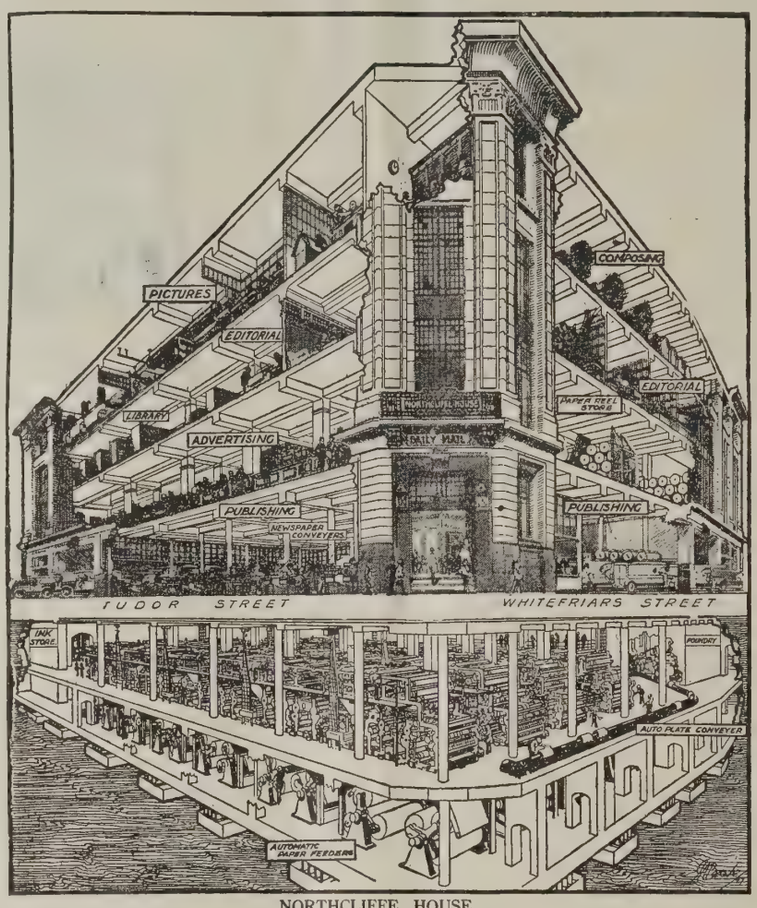
Five South Dakota newspapermen were received into associate membership of Sigma Delta Chi, honorary journalistic fraternity, April 27, at a ceremonial in Vermilion, S. D. Those chosen for the honor were: Charles M. Day, *Sioux Falls Argus-Leader;* W. C. Lusk, editor and publisher, *Yankton Press and Dakotan;* Harold Safford, managing editor, *Sioux Falls Argus-Leader;* J. B. Townsley, editor, *Vermilion Republican*, and C. T. Bolstad, publisher, *Vermilion Plain Talk*.

Peter F. Gaynor, Jr., of Albany, has been elected president of the Press Club of Rensselaer Polytechnic Institute. J. F. Sullivan was named secretary.

Miss Virginia E. Higgins of Albany (N. Y.) has been elected editor-in-chief of the *State College News*, student newspaper at the New York State College for Teachers in Albany.

A special inter-session from Aug. 8 to Sept. 10 will be a feature of the University of Missouri school of journalism summer course. Courses will be offered in reporting, copy reading, advertising and the writing of editorials. Registrations will take place August 6.

NORTHCLIFFE HOUSE, NEW HOME OF LONDON DAILY MAIL, IS COMPLETED



NORTHCLIFFE HOUSE.

(*Special to* Editor & Publisher)

LONDON, April 23.—Replete with the most up-to-date appliances for furthering the speed of newspaper production, Northcliffe House, the new premises of the *London Daily Mail*, in Tudor street, just off Fleet street, have now been finally completed and are in possession of the paper's staff. Carmelite House, the old home of the Daily Mail is now reserved for the production of the *Evening News*.

Besides a complete telephonic system, all departments in the new building are in communication with one another by a system of pneumatic tubes for carrying messages, etc., the system also being connected through a central exchange with Carmelite House. For the Northern Edition of the Daily Mail there is a private wire connected with the Manchester works, and all news received at Northcliffe House is transmitted via the Manchester room to the Northern city.

Stereotype plates are carried from the foundry to the presses by automatic carriers with a speed of 20 plates a minute, and pass alongside the press units so that the page required can be taken off the carrier immediately opposite the cylinder it is to be locked onto.

The presses themselves, by Hoe and the Goss Printing Press Company, are of the one deck unit type, extending right across the building in lines of 12, and number 42. New reels are attached to the presses from the paper magazine under the press-room floor, the alignment of the gummed edge of the new reel with the old reel being mechanical. The two ink tanks hold ten tons each, these being filled and emptied by compressed air.

Both paper and passenger lifts in the building have a micro-levelling adjustment which ensures the lifts stopping at exactly the correct level with the floor.

Printed paper are taken from the press-room to the publishing department on the ground-floor by a large-scale conveyor equipment.

In the structural work alone of the building 2,400 tons of steel and 2,000 tons of cement were used. Seven hundred tons of stone were fixed on two facades of the four-story building, 2,290 tons of bricks and 5,000 tons of cement being used in the building. In the excavation of the site 31,500 cubic yards, or 42,480 tons of earth were dug out by shovel.

Air conditioning apparatus conveys five million cubic feet of fresh air per hour to the press room, and 3,500,000 cubic feet per hour to the foundry and composing room.

Every floor possesses a complete vacuum cleaning plant. Drinking water for the whole of the staff is obtained from an artesian well sunk 640 feet below street level—the first British newspaper office to possess its own well.

Electricity supply is derived from two different power stations, to avoid delay consequent on a breakdown, and there are four complete switchboard sets controlling the whole of the plant. The office portion of the building is warmed by the panel system installed in the ceilings and operated by oil-fired boilers. H. R. H. the Prince of Wales set the presses in motion on the official opening night on April 11.

Malcolm William Welty, son of t publisher of the *Bartlesville* (Okla.) *E aminer*, N. D. Welty, was named hon man of the class of 1926 at the U versity of Kansas. Young Welty w sports editor of the *University Da Kansan*, member of Sigma Delta C honorary journalism fraternity and pro inent in college affairs.

Journalism students of the Kan State Agricultural College, Manhatt published the *El Dorado Daily Tim* April 26, under the direction of Ma nard W. Brown, head of the departm of industrial journalism.

HOLDING NEW POSTS

RICHARD T. LaBRECQUE, fr staff, *Southbridge* (Mass.) *New* to staff, *Woodbridge* (N. J.) *Leader*.

James Burchard, from sports depa ment, *New York Herald Tribune*, same department, *Evening Telegram*.

Charles Urbach, from *Dubuque* (I *Times-Journal*, to court reporter, *Sio City* (Ia.) *Tribune* staff. He succe Archie Herzoff, who has been promo to the copy desk.

R. W. Green, from *Meadville* (P *Tribune-Republican* to *Cambridge Spri* (Pa.) *News-Enterprise* staff.

John Bierck, from assistant telegra editor, *Hartford Courant*, to telegra editor, *Union City* (N. J.) *Hudson D patch*.

SPECIAL EDITIONS

ALLENTOWN (Pa.) MORNI CALL, Better Homes Show editi May 1.

Sheboygan (Wis.) *Press*, Sheboy County Historical edition, April 29.

Waynesboro (Pa.) *Record Her* 80th anniversary edition, April 30.

Chatham (Ont.) *Daily News*, Au mobile edition, April 30.

Elizabeth (N. J.) *Daily Journal*, A nual Real Estate edition, April 23.

White Plains (N. Y.) *Daily Report* 96-page Real Estate and Home Build edition, April 20.

Albany (N. Y.) *Knickerbocker Pr* published two special sections in tabl May 1, an Annual Farm edition, of ei pages, and a Child Health Week numb of 12 pages.

CORRECTION

An item in the personal column Editor & Publisher for April 16 roneously alluded to F. W. Kellogg owner of the *Los Angeles Express*. M Kellogg sold his interest in the Expr in 1925 to Edward A. Dickson and C C. Earl, Jr., who are now sole owners

FLASHES

The Chinese invented gunpowder a printing, and it is a question which th are suffering most from now.—*Knoxv Journal*.

Now they have got the "obey" out marriage ceremonies, the next thing delete is "love and honor."—*James Montague, New York Herald Tribune*

We can intervene in China and Ni ragua any time in the interests of derly government, and one of these da we may be able to do as much in large cities.—*El Paso Times*.

The old-time shot who put notch into his gun handle for his victims lef grandson who has several dents in off fender.—*Detroit News*.

It is a notable fact that most spe records are made by people who are going anywhere.—*San Diego Union*.

Co-ed's feet are a size and a h larger than those of her mother, says orthopedist. Is it substantiated then t the New Generation is going to dogs?—*Detroit News*.

To conservative mortals, the go-get is also a goat-getter.—*Florence* (Al *Herald*.

The Whole Story About South Texas

is summed up in the statement that business and business conditions are good, as is shown on all business condition maps.

The whole story about Houston's newspapers is that for fifteen years The Houston Chronicle has held, and continues to hold—first place in advertising, circulation and in the minds and hearts of nearly all newspaper readers in South Texas. This leadership is especially marked at the present time.

These are the essential qualities which you must have in order to realize adequate profits from your newspaper advertising in Houston.

THE HOUSTON CHRONICLE

Jesse H. Jones, Pres.; C. B. Gillespie, V-P-Editor; G. J. Palmer, V-P-Bus. Mgr.;
Steve Kelton, Asst. Bus. Mgr.; R. W. McCarthy, Mgr. Nat'l Adv.

John M. Branham Company
National Representatives

WHAT'S WHAT IN THE FEATURE FIELD

Hanle Newspaper Syndicate Sues Rabbi Wise for $60,000—Dare Frances to Return to Paris May 14—Science Service Holds Annual Meeting

SUIT was filed last Monday in the Supreme Court of Kings County, New York, against Rabbi Stephen S. Wise by the Hanle Newspaper Syndicate, Inc., for $60,000 damages for alleged breach of contract.

The complaint alleges that Rabbi Wise contracted on Jan. 21 to write editorials to be syndicated by the plaintiff and that he refused to fulfill his contract when he learned that the plaintiff had contracted for the service with the *New York Daily Mirror*, a tabloid, for $200 a a week.

Daré Frances, fashion writer of Associated Newspapers, Inc., will return to her Paris headquarters May 14. She came to New York to be at the Waldorf-Astoria during the annual convention of the American Newspaper Publishers' Association.

The annual meeting of Science Service, Inc., was held April 28 and two new members of the board of trustees were elected. Dr. David White, home secretary of the National Academy of Sciences, was named by that body as one of its three representatives upon the board, and Marlen E. Pew, editor of EDITOR & PUBLISHER, was chosen as a representative of the journalistic profession.

Trustees who were reelected were: Dr. D. T. MacDougal, director of the Desert Laboratory, Tucson, Ariz., representing the American Association for the Advancement of Science; Dr. C. G. Abbot, acting secretary of the Smithsonian Institution, representing the National Research Council, and Thomas L. Sidlo, of Cleveland, representing the E. W. Scripps Estate; John H. Finley of the *New York Times*, representing the journalistic profession.

Dr. W. E. Ritter, director emeritus of the Scripps Institution for Oceanography and instrumental in the organization of Science Service, was again chosen president. Dr. Vernon Kellogg, permanent secretary of the National Research Council, was elected vice-president and chairman of the executive committee, and Dr. J. McKeen Cattell, editor of *Science*, was elected treasurer. These officers, with Dr. White and Mr. Pew, were chosen to constitute the executive committee.

Trustees whose terms of office have not yet expired and the organizations they represent are: American Association for the Advancement of Science, Dr. J. McKeen Cattell and Dr. M. I. Pupin; National Academy of Sciences, Dr. John C. Merriam and Dr. R. A. Millikan; National Research Council, Dr. Vernon Kellogg and Dr. Victor C. Vaughan; Journalistic profession, Mark Sullivan; E. W. Scripps Estate, Dr. William E. Ritter and Robert P. Scripps.

Reports from the director, Dr. Edwin E. Slosson, and the managing editor and secretary, Watson Davis, were received and discussed at the meeting.

C. Edgar Brown has resigned as secretary of the Cosmos Newspaper Syndicate, Inc. He has not yet announced his future plans.

N. C. Ferguson, formerly of Johnson Features, Inc., has joined the sales staff of the United Feature Syndicate, New York.

Title of "Dicky Dippy's Diary," distributed by Associated Newspapers, Inc., New York, has been changed to "Dippy Dicky's Uncensored War Diary."

New York Evening Post, for the first time in its history, is running a comic strip. It is called "In the Rough," is by Howard Freeman; and is syndicated by Cosmos Newspaper Syndicate.

Chicago Tribune Newspapers Syndicate has a new strip called "The Deer Family," by Al Posen.

Philip D. Stong has resigned as editor of the North American Newspaper Alliance to join the editorial department of *Liberty*. For some time Mr. Stong has been writing "Skylines," a New York letter, which has been well received by N. A. N. A. members.

Frank Willard, cartoonist, who draws the comic strip "Moon Mullins" for the *Chicago Tribune*, is building a new $50,000 residence at Kenilworth, a suburb of Chicago. The home will include a big studio, 22 by 17 feet, over the garage.

CLASSIFIED ADVERTISING

Harrisburg (Pa.) Evening News Conducts "Odds and Ends Sale" in Classified—Manager Gives Himself a By-Line in Promotion Copy—Burkle Manages Classified Section, N. B. B. B.

VAL LAWRENCE, classified manager of the *Harisburg Evening News, and Patriot* recently put on an "Odds and Ends Sale," which his solicitors are selling successfully to local customers.

A full page devoted to this classification carries an eight column streamer head in boldface "Odds and Ends Sale," with the sub-head, "A Thousand Bargains—at Cost—Below Cost—or Slightly Above Cost." The ads, separated by cut-off rules, are set in regulation classified style, although considerable white space is allowed.

Twenty-five advertisers bought space to fill a page under this heading in a recent isue of the Evening News.

Richard Burkle is now manager of the classified section of the National Better Business Bureau, succeeding Florence Metyard, resigned. About 784 newspapers are co-operating with the Bureau at present in investigating possible fraudulent users of newspaper classified sections.

A new type of office "reader" in which the head of a department gets a by-line appeared recently in the *Binghamton* (N. Y.) *Press*. It was an office publicity story on the value of small ads to rural readers. The story was signed by L. S. Mulford, classified advertising manager, and ran as regular copy.

A "Received Too Late for Classification" column has been started on the classified pages of the *Albany* (N. Y.) *Knickerbocker Press and Evening News*. A special night service for classified advertisers was recently instituted by the *Albany* (N. Y.) *Times-Union*. All three papers are building up their Saturday pages with special columns of small ads from real estate and used car firms.

About 25 members of the *Houston Post-Dispatch* classified department were guests of the paper at a sea food and chicken dinner, followed by dancing, at Morgan's Point. Maurice S. Schwartz, classified manager, presided.

Both the *Minneapolis* (Minn.) *Sunday Tribune* and the *Minneapolis Sunday Journal* have advanced the closing hour for Sunday want ads to six p. m., Saturday. The new rule became effective April 30.

an event
of importance in
the advertising
world
The Detroit Times
has pleasure
in announcing the
appointment of

Harold
A
Stretch

as advertising
director effective
now—all of our
mutual friends will
surely be glad to
hear of it

ASK YOUR OPTOMETRIST

about the vital importance of white space around letters for maximum legibility

Look at the three specimens below set solid, half-point leaded and one point leaded. At first glance the specimen of one-point leaded is *easiest* to read.

Obviously, proper spacing *between lines* is vital to easy reading. And just as important is proper spacing *between letters.*

Note that the Intertype IDEAL news face has *normal* spacing between letters. Its letters are not "packed" too closely.

Ideal News is not a *different* face. It is an old and familiar face which has *demonstrated* its legibility through years of use.

Corrections made by Intertype designers are only those necessary to overcome mechanical problems in the modern high-speed newspaper.

Ask your Optometrist to test the Intertype News face for readability in comparison with the face you are now using . . . or any other news face.

Like an old friend, Intertype Ideal News wears well on the eyes.

Intertype IDEAL News Series

7 POINT ON SOLID SLUG

The Intertype News Series is meeting the approval of all those who believe that types should be made for the needs of the newspaper reader. The qualities which make the Intertype News Series easy to read are not free from the usual mannerisms of the standard newspaper type faces.

It's Familiar and Friendly.

The Intertype News Series conforms to the familiar and friendly design to which the majority of newspaper readers are accustomed, and yet gives a clearness to print which is not to be had by the use of ordinary light-face type. Intertype established the fact that easy to read type is familiar type. Unfamiliar type quickly tires the eyes. Intertype then set about to improve familiar type. The changes from old standards were, in most instances, not of great importance but most of them were in directions that have heretofore been avoided by type makers. The hairlines of Intertype News Series show a distinctly visible thickness. The serifs were shortened and bracketed, and the descenders were made a little longer. The sharp contrast between thin and thick lines has been modified. Characters like a e s g, which always have been pinched in deference to old standards, are here made of full breadth, and even in ordinary presswork are recognized with ease. The Intertype News Series derives its principal claim to legibility from its ability to carry a good body of ink. A generous relief of white

7 POINT ON 7½ POINT SLUG

The Intertype News Series is meeting the approval of all those who believe that types should be made for the needs of the newspaper reader. The qualities which make the Intertype News Series easy to read are not free from the usual mannerisms of the standard newspaper type faces.

It's Familiar and Friendly.

The Intertype News Series conforms to the familiar and friendly design to which the majority of newspaper readers are accustomed, and yet gives a clearness to print which is not to be had by the use of ordinary light-face type. Intertype established the fact that easy to read type is familiar type. Unfamiliar type quickly tires the eyes. Intertype then set about to improve familiar type. The changes from old standards were, in most instances, not of great importance but most of them were in directions that have heretofore been avoided by type makers. The hairlines of Intertype News Series show a distinctly visible thickness. The serifs were shortened and bracketed, and the descenders were made a little longer. The sharp contrast between thin and thick lines has been modified. Characters like a e s g, which always have been pinched in deference to old standards, are here made of full breadth, and even in ordinary presswork are recognized with ease. The Intertype News Series

7 POINT ON 8 POINT SLUG

The Intertype News Series is meeting the approval of all those who believe that types should be made for the needs of the newspaper reader. The qualities which make the Intertype News Series easy to read are not free from the usual mannerisms of the standard newspaper type faces.

It's Familiar and Friendly.

The Intertype News Series conforms to the familiar and friendly design to which the majority of newspaper readers are accustomed, and yet gives a clearness to print which is not to be had by the use of ordinary light-face type. Intertype established the fact that easy to read type is familiar type. Unfamiliar type quickly tires the eyes. Intertype then set about to improve familiar type. The changes from old standards were, in most instances, not of great importance but most of them were in directions that have heretofore been avoided by type makers. The hairlines of Intertype News Series show a distinctly visible thickness. The serifs were shortened and bracketed, and the descenders were made a little longer. The sharp contrast between thin and thick lines has been modified. Characters like a e s g, which always have been pinched in deference to old standards, are here made of full breadth, and even

Intertype matrices will run in other slug-casting machines

Write nearest branch for larger specimens

Standardized INTERTYPE TRADE MARK

Designed in 5½, 6½, 7 and 8 Point

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Bldg.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 S. Main St.; *Boston* 80 Federal St.; *London; Berlin*

BUILDING NEWSPAPER CIRCULATION

Boy-Power Still Most Important Factor—Checking Up on Carriers to Avoid Misses—"Six-Hour Race" to Get New Readers—Men for Solicitors

LITTLE boys are still the big builders of newspaper circulations.

In some sections of the country recently the tendency has been to complain of the ineptitude of the youthful carrier and grown men have replaced boys on newspaper routes, notably on the *Fort Worth* (Tex.) *Star Telegram; Birmingham* (Ala.) *News, Little Rock* (Ark.) *Democrat,* and the *Asheville* (N. C.) *Times.* Those responsible for the change declared the boys were "irresponsible." But delegates to the annual convention of the American Newspaper Publishers Association in New York last week who were interviewed by EDITOR & PUBLISHER disagreed with this view, heaping praise upon the newsboy, and placing a good carrier organization second only to a good managing editor as a builder and holder of circulation.

There are, however, many different and necessary ways of galvanizing the youngsters into action, and some of these methods were detailed in the interviews obtained. Improved methods of distribution were also described, together with varied experiences with methods of solicitation.

Newspapers generally throughout the country are showing a steady, healthy increase in circulation, it was indicated. In some sections, notably in mill towns where there is unemployment at present, there is a tendency to sag, but the subscription lists in such places are being bolstered up by special campaigns.

In as large a city as Des Moines, Ia., boys do all the soliciting, except in the cases of rural mail subscribers, according to John Cowles, associate publisher of the *Des Moines Register and Tribune-Capital.*

"Practically all our Des Moines circulation is carrier delivered," Mr. Cowles said. "We have about 375 carrier boys in Des Moines itself, and 2,300 scattered throughout Iowa."

Boys are likewise the builders of Gannett Newspaper circulations, F. E. Tripp, general manager, said.

"All our circulation campaigns are conducted through our carrier organizations," he explained. "We pay the boys a fee for each new subscriber brought in and give prizes to the best boys."

Admitting that boys naturally are apt to be irresponsible, John H. Harrison, president of the Inland Press Association, and publisher of the *Danville* (Ill.) *Commercial News,* declared, however, that with good adult supervision boys would outdistance men in loyal service to a newspaper. The circulation manager of his paper, whom he described as "a wizard with boys" is Ed Hewes.

"We take pains to look up the families of boys we engage as carriers," Mr. Harrison said. "We want to be sure that the parents will stand back of the boys, urging them to be on time to work, to make their collections promptly, and to realize generally that their sons are working at their first business and it is important for them to be serious about it.

"But a newspaper should help the parents and not just rely upon them. For instance, we have frequent meetings of the boys which amount to courses of instruction in salesmanship and good manners.

"While we try to be strict with the boys and train them, we do not forget to entertain them. Nothing can take the place of entertainment to keep a boy loyal to his newspaper. Frequent picnics, free movies at least once a week, and games and prizes for the boys keep them pepped up and working hard.

"We have found that a way to avoid misses on a route is to make the boy responsible pay for a special messenger service to supply the reader with the missing copy. We advertise our special messenger service extensively, informing readers that if their newspaper is not delivered on time to telephone our office and we will see that they receive a copy immediately.

"This system is impressive to both the reader and the carrier. To have a boy make a special trip in response to a telephone request is a graphic illustration to the subscriber of our sincere desire to serve him. We have our special messenger bring a receipt back with him, and these receipts are shown to the carrier who should have delivered the paper in the first place, and enough is deducted from his earnings to pay for the messenger service. When carriers know they are being checked up in this manner, they are careful not to miss any houses on their routes."

When the circulation department of the Danville Commercial-News wants to bolster up its subscription list, Ed Hewes, the circulation manager, announces a "Six Hour Race."

All the carriers, there are nearly 100 in the city of Danville proper, gather at the newspaper office and at a signal from Mr. Hewes they start off on their respective routes armed with subscription blanks. Instructions are to return to the office at the end of six hours. The boy bringing back the largest number of "starts" is awarded a prize, and the whole crowd is treated to ice cream or some entertainment.

Mr. Harrison is very proud of the territorial news service he has built up for the Commercial-News. A total of six counties are included in the territory served by this newspaper, and there are more than 120 correspondents sending in news regularly.

"In the old days when we wanted to increase our circulation we used to open up a new town," Mr. Harrison explained. "Eventually, however, we came to consider this as waste circulation, since much of it was too far away to be of service to our local advertisers. Now we specialize in the 120 towns which we now serve. At first we thought we would soon reach the saturation point in this territory, but last year we were able to increase our list by 1,500 readers without going outside the limits we have outlined.

"Some people say that I am foolish to spend so much for country correspondence.

"'You are running wild', they say to me, when I tell them about my list of 120 correspondents.

"My growing circulation, however, usually proves to be a sufficient answer."

The Commercial-News has another trick for keeping its newsboys on the job after "starts." Mr. Hewes has set up a regular show case in the delivery room and keeps it filled with tantalizing premiums, changed frequently to suit the season. Each premium instead of a price tag has on it the number of new subscriptions a boy must bring in before he can call himself its owner.

Norman D. Black, of the *Fargo* (N. D.) *Forum* was one of those interviewed who believes in using men for direct solicitation.

The Forum keeps five men on the road all the time. They are engaged both on a salary and commission basis.

"Our theory is that a solicitor must turn in twice as much money as he draws," Mr. Black explained. "We don't pay him more than 50 per cent of what he brings in.

"We are a state paper and our solicitors have to travel over a large territory. In some directions our territory extends as far as 300 miles from the office."

Mr. Black estimated that this method of solicitation costs the Forum about $300 a week, all year around.

Strict supervision of carriers is the policy followed by the *Ashtabula* (O.) *Star-Beacon,* according to C. A. Rowley, the publisher.

"We have a set of rules for our carriers which we enforce," he said. "We do not allow them to ride their bicycles on people's lawns, for instance, and require them to lay the papers neatly on the door steps.

"Every Saturday afternoon we hold a meeting to go over any complaints that may have been received during the week. We keep the meetings short. Usually they do not last more than a half hour. We want to let the boys know that we check up on all misses."

"Newsboys Then, In Business Now" is the title given to a series of circulation promotion stories being run by the *Wichita* (Kan.) *Evening Eagle.*

A recent subject in the series was Sydney D. Long, now the business manager of the Morning and Evening Eagle. Mr. Long went to Wichita from Fort Wayne, Ind., in 1888 and started selling the morning Eagle shortly afterwards.

The *Duluth News-Tribune* has a follow-up system to win back the good will of complaining subscribers. When a reader telephones that the boy forgot to leave the paper, a special messenger is sent with a copy, and the next day a member of the newspaper's staff makes a point of calling up and asking if the service is better again.

COAST CIRCULATORS ELECT

J. B. T. Martin of Spokane Chronicle Named President at Tacoma Meet

J. B. T. Martin, circulation manager of the *Spokane* (Wash.) *Chronicle,* was elected president of the Pacific Northwest Circulation Managers' Association at the close of the three day meeting of the Association at the Hotel Winthrop, in Tacoma, April 19 to 21. Other officers elected are: Ben R. Litfin, The Dalles, Oregon, vice-president; E. P. Hopwood, *Portland Oregonian,* secretary-treasurer; C. H. Breed, *Spokane Spokesman-Review* and Ed Powell, *Seattle Times,* directors.

In a discussion of "The Comparative Value of Stage and Private Hauls" E. P. Hopwood spoke of the need of uniform express rates for newspapers in the northwest. Present rates, he said, are higher in the northwest than in other parts of the United States.

David H. Smith of the *Portland* (Ore.) *Journal* spoke on how to handle the price of street sales and yet leave the carriers the same rate. "The Value of a Newspaper Rack for Street Use" was discussed by E. R. Powell. J. B. T. Martin, of Spokane related the effect of six serial stories on the circulation of the Chronicle.

Others who addressed the meeting included: P. P. Goelkner, *Aberdeen Daily World* and W. R. Woodward, *Everett* (Wash.) *Herald.*

Vancouver, B. C., was selected as the meeting place of the association in April, 1928.

BRITISH PUBLISH PROGRESS SHOW

Census of Production Reveals 2 Cent Increase in 1924 Over 1 —56,000 Persons Employe —39,000 at Work in 1912

(*Special to* EDITOR & PUBLISHER)

LONDON, April 23.—In the preli report of the Third Census of tion taken in Great Britain in 19 issued by the Board of Trade, is the net value of the work produ proprietors of newspapers and pe publications who carried out the or part of their printing work i own offices.

Even after taking into acco varying price levels, it is clearly that compared with 1912 the tota of the output of newspapers in Great Britain was increased by ab per cent and by 247 per cent as co with the figures for 1907. The figures are: 1924, £44,954,000; £13,603,000; 1907, £12,940,000. T output of the establishments refe amounted to £31,052,000, that su resenting the amount by which t value of the output exceeded t of the materials used (£13,493,00 the value of the work given out 000). The net output per head sons employed in newspaper w 1924 was £546, in 1912, £221, and £190. The average number of employed in newspaper factories their own printing was 56,837, of 39,468 consist of operatives, and of management, clerical and t staff. In 1907, 43,644 people we ployed, and in 1912, 39,450. Of 1924, 4,193 were males and 1, males under 18 years of age, and males and 6,024 females over 1 total capacity of engines at the was 8,256 h.p., and nearly 45 p of this total was in reserve or i

This large proportion of idle was probably due, the report st the increased use of electric m

yessir, gentleme
when a
better service
is produced,
NEA will pro
duce it

Modern
Composing Room
Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

ADVERTISERS w
understand the Ic
situation know from exp
ence that the consum
market there cannot
properly sold without
use of newspapers in th
twenty-one key cities.

IOWA DAILY PRESS AS

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawkeye
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat & Leader
Davenport Times
Dubuque Telegraph-Herald
Fort Dodge Messenger & Chronicle
Fort Madison Democrat
Iowa City Press
Keokuk Gate Cit
Marshalltown Ti Republican
Mason City Glo Gazette & Ti
Muscatine Journ News-Tribune
Oelwein Register
Oskaloosa Herald
Ottumwa Courier
Sioux City Journ
Sioux City Tribu
Washington Jour
Waterloo Courier
Waterloo Tribune

PLAYING THE GAME

BY

MARY K. BROWNE

Will Be a Regular Feature of the UNITED PRESS Report Beginning May Sixteenth



Miss Browne was national woman tennis champion in 1912, 1913 and 1914. In 1924 she was finalist in both golf and tennis national championships. In 1925 she captained the Wightman Cup team which invaded England and France. Last winter she toured the U. S., playing against Suzanne Lenglen.

ary K. Browne, United Press Staff Correspondent, Returns a Hot Drive from the Base Line

Miss Browne will cover all the big tennis and golf events for United Press clients. She will work as a member of the sports staff, writing her own spot news copy, as well as analytical dispatches on fine points of the game.

Her stories will be featured on the sports pages of hundreds of United Press newspapers this summer.



Mary K. Browne, United Press Staff Correspondent, Makes a Brassie Shot

UNITED PRESS ASSOCIATIONS

General Offices World Building New York

WOMEN IN ADVERTISING AND JOURNALISM

Jean Newton Has Kept Two Features Going for Seven Years—Mary K. Brown to Write for United Press—Virginia Cole Author of "The Newspaper and Crime"

FOR seven years now Jean Newton has kept two features running steadily in a list of American Newspapers. The features are titled "Through a Woman's Eyes" and "How it started." Both are now distributed by the Bell Syndicate, Inc.



JEAN NEWTON

Miss Newton, whose real name is Hermione Neustadtl, organized her own feature syndicate in 1920, originating these two features then. She called her syndicate the Quality Newspaper Syndicate.

Prior to that time she had been fiction editor of *Harpers Bazar*, manager of a department of S. W. Straus & Co.; and secretary to Cortland Smith, president of the American Press Association.

Her ambition at present is to become a playwright.

A veteran of the circulation department of the *Rochester* (N. Y.) *Democrat & Chronicle* is Minnie A. Crowe, who rounded out 26 years service as bookkeeper last month. During recent years Miss Crowe has kept the records for the Audit Bureau of Circulations.

Virginia Lee Cole is author of "The Newspaper and Crime," published recently by the University of Missouri, Columbus, Mo.

Mary K. Browne, three times women's national tennis champion and internationally recognized as an expert golfer, has become a newspaper woman.

The United Press Association announced this week that Miss Browne had joined its staff of sports writers. She will be assigned to cover all of the important women's golf and tennis tournaments and a number of the men's events during the coming summer.

Miss Browne will write under a department caption of "Playing the Game."

Miss Harriet I. Frederick, society editor and feature writer of the *New Haven Times-Leader* for the past five years, became the bride of Dr. Frank T. O. Neil, of New Haven, at St. Brendan's Church on Easter Monday morning. Dr. and Mrs. O'Neil returned on Thursday of last week from a honeymoon in Bermuda.

Mrs. Alfred H. Langlois of Manchester, N. H., who writes a column for women each week in *L'Avenir National*, a French journal published in Manchester, spoke recently before Cercle Jeanne Mance in Worcester, Mass., on "The Women of Yesterday and of Tomorrow."

Miss Alice Bennett of the *Watertown* (N. Y.) *Standard* will speak on "The Press" at the conference of the Parent-Teacher association May 14 in Carthage.

Miss Florence Brobeck, editor of the *New York Herald Tribune* Institute, addressed a meeting of the New York City Federation of Women's Clubs, Department of Homemaking, at Sunnyside Gardens, Long Island City.

Miss Maxine Blake, a senior in the School of Journalism at the University of Washington, has assumed the editorship of the *Snoqualmie Valley* (Wash.) *Record*. George Astel is publisher.

The League of Advertising Women, New York, is planning to send a delegation to Denver I.A.A. convention in June.

ADVERTISING AGENCY AFFAIRS

Heyworth Campbell to Join Barton, Durstine & Osborn—George V. Rockey with Dauchy Company—C F. Beatty Resigns to Enter Agency Work

HEYWORTH CAMPBELL has resigned from the Conde Nast Publications to become an account executive on the staff of Barton, Durstine & Osborn, Inc., New York advertising agency, effective May 15. For the last 17 years Mr. Campbell has been with Conde Nast as art director of the old *Philadelphia North American*, the Butterick Publications, and *Everybody's Magazine*. J. Burton Stevens will continue as art director of Burton, Durstine & Osborn.

George V. Rockey has become associated with The Dauchy Company, New York Advertising Agency, as an account executive. Mr. Rockey has been advertising manager of the Daven Radio Corporation. He was for some years in the advertising agency business in San Diego, Cal., and Cincinnati, O., and was at one time connected with the *Literary Digest*.

C. F. Beatty has resigned as advertising manager of the New Jersey Zinc Company, to join I. J. Ross Company, New York advertising agency as account executive. Mr. Beatty has been connected with the New Jersey Zinc Company for the past nine years. For the first five years he was in the sales department and then was appointed advertising manager. Prior to that he was advertising manager of the Knox Hat Company, Inc. For the past four years Mr. Beatty was a director of the Association of National Advertisers.

Stockholders of C. C. Winningham, Inc., Detroit advertising counsel, met recently and re-elected officers as follows: C. C. Winningham, president and treasurer; Sidney Willis, vice-president; H. E. Middleton, secretary; and H. F. Murphy and Fred Barrett, directors.

Michaels & Heath, Inc., New York advertising agency, moved May 7 from 113 Lexington ave., to new offices in the Graybar building.

C. S. Beatty and George Powell have recently been appointed to the staff of Lord & Thomas and Logan, San Francisco office. Mr. Beatty was eight years in the sales department of Swift & Co., and Libby, McNeil & Libby; a year as manager of the New England district, Sun-Maid Raisin Association, and for the last five years general manager of the Sun-Maid Raisin Association in the Orient. Mr. Powell was employed for three years in the dealer service department of the California Fruit Growers Exchange.

The Elgin (Ill.) Advertising Agency has been organized with offices at 18 North Grove avenue in connection with the Newcomer Press. Alfred J. Seidenglanz and Marvin S. Newcomer are the owners.

McJunkin Advertising Company, moved on April 25 from its old quarters at 5 South Wabash avenue, Chicago, to new offices in the Builders Building, Drive and La Salle street.

The Feature Advertising Serv pany, of Cleveland, has been inc with 500 shares of no par value Chester G. Dixon, A. H. Fieb W. Nauser, J. F. Patterson an

REPRESENTING THE NEWSPAPERS

Important Six Point League Meeting Set for May 11—Lindenstein-Ki Inc., Named by Tarentum (Pa.) Daily News— Advertiser Sets Rules for Solicitors

A SET of rules for newspaper advertising representatives has been drawn up by Horace W. Foster, advertising manager of the New York Title and Mortgage Company and the American Trust Company. He made them public during a recent address before the Advertising Club of the New York Times.

His list of "don'ts" follow:

"Don't be untidy in personal appearance. Sloppiness is not in keeping with any advertising medium.

"Don't, however, go the limit in the way of being overdressed, because if you are all dressed up in checks and loud colors you distract the attention of your prospect from the object of your visit.

"Don't squirm. People come and sit at my desk. They wiggle their feet, drum on the table, and they fidget. You wonder if they are coming down with something, or what is the matter with them. A man who is tired likes to have a visitor sit quietly and composedly with an air of self-possession.

"It is a mistake to tell stories. Anyway, the advertising manager has probably heard them before. If he is pressed for time, your story-telling will irritate him. If he is not busy, your assumption that he has anything to do except listen to yarns is no less a reflection.

"Don't talk about yourself. There is nothing more boring than the man who talks so much about himself that he does not give you any chance to talk about yourself. Don't hang around. When you get an order, go.

"In general, don't visit a man smoking a cigar. In banks, officers do not smoke at their desks during business hours. If the advertising solicitor comes in smoking you may be tantalizing your friend with your tobacco smoke. And there are some who do not care for the smell of tobacco."

Notices were sent out this week for "an important luncheon meeting" of the Six Point League of Newspaper Representatives, New York, to be held at the Advertising Club on May 11. F. St. John Richards, League president, did not wish to give any publicity to the topic under consideration, but declared it was so important he hoped for a large attendance. The annual election of the League has been set for June 2.

Lindenstein-Kimball, Inc., has been appointed national advertising representatives of the *Tarentum* (Pa.) *Daily News*.

William Wolfe has been appo tional advertising representative *Willow Grove Illustrated New* delphia, a tabloid published week Park Amusements of America,

AD TIPS

Behel & Harvey Co., 326 West street, Chicago. Sending proposition of newspapers in scattered territory Gervaise Graham Company, Chicago.

Bisberne Advertising Company, Washington street, Chicago. Issuing covering 100 lines, 5 times, on a to newspapers for the advertising of Sisson.

Campbell Advertising Company, Franklin Bldg., Chicago. Will use cities for the advertising of Thon Coffee Co., Chicago.

Caples Company, 225 East Erie st cago. Has issued schedules cover May, June and July, to newspapers Pacific Railway, Omaha, Nebraska.

Nelson Chesman & Co., 500 North street, Chicago. Will place the a Arzen Laboratories, Clinton, Ia., in future.

Collins-Kirk, Inc., 752 North Mich nue, Chicago. Is adding some tow list on Reisch Food Products Co., S Ill.

Kling-Gibson Co., 310 S. Michigan Chicago. Is now handling the accou Beich Candy Company, Bloomington,

Matteson-Fogarty & Jordan Com North Michigan avenue, is issuing sertions to a small list of newspapers Soap Company, Cincinnati, Ohio.

J. X. Netter, Inc., 67 West 44th st York. Has secured the account o Draft Ventilator Company, Trento manufacturers of No-Draft ventilators mobiles; the Louden Knitting Corpora York, manufacturers of crepe and n and the David Underwear Company, manufacturers of undergarments for

Pickus-Weiss, Inc., 307 North Mich nue, Chicago. Now handling account Hollenbach Company, Chicago, on th Hollenbach's 314 Roll."

Frank Presbrey Company, 247 Par New York. Has secured the accou Addison-Leslie Company, Canton, Mas manufacturers of "Plastic Wood"; Rauchbach-Goldsmith Company, Newa manufacturers of "Everwear" wardr products.

Procter & Collier, McMillan street ing Road, Cincinnati, Ohio. Now ha account of Fallis, Inc. (Peter Pan Cincinnati.

Strang & Prosser, L. C Smith Seattle, Wash. Will handle the campaign of the Blue Mountain Prun of Washington, Oregon and Idaho, planning to spend $150,000 in new vertising in the chief marketing cent eastern and middle-west states.

In this year of War Anniversaries
WHEN THE AMERICAN LEGION AGAIN INVADES FI
Give Your Readers the Timely History Strip
THE WAR TEN YEARS AGO TO



Daily in Six-Column Mats

LEDGER SYNDICA

INDEPENDENCE SQUARE PHILADELPH

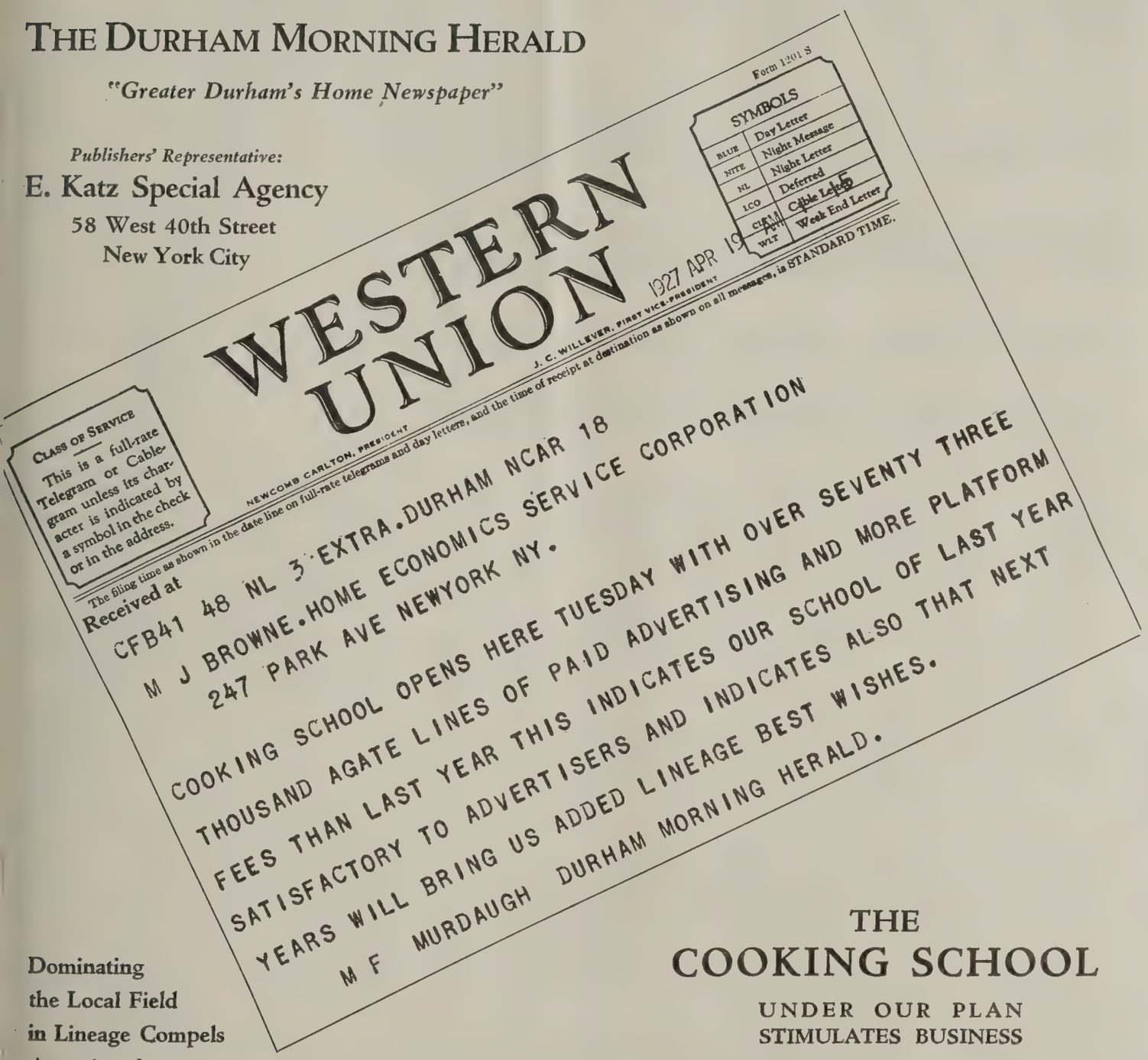
RESULTS COUNT

AS DEMONSTRATED BY

THE DURHAM MORNING HERALD

"Greater Durham's Home Newspaper"

Publishers' Representative:
E. Katz Special Agency
58 West 40th Street
New York City



Form 1201-S

WESTERN UNION

1927 APR 19

NEWCOMB CARLTON, PRESIDENT J. C. WILLEVER, FIRST VICE-PRESIDENT

SYMBOLS

BLUE	Day Letter
NITE	Night Message
NL	Night Letter
LCO	Deferred
CLT	Cable Letter
WLT	Week End Letter

CLASS OF SERVICE
This is a full-rate Telegram or Cable-gram unless its char-acter is indicated by a symbol in the check or in the address.

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at

CFB41 48 NL 3 EXTRA.DURHAM NCAR 18
M J BROWNE.HOME ECONOMICS SERVICE CORPORATION
247 PARK AVE NEWYORK NY.

COOKING SCHOOL OPENS HERE TUESDAY WITH OVER SEVENTY THREE THOUSAND AGATE LINES OF PAID ADVERTISING AND MORE PLATFORM FEES THAN LAST YEAR THIS INDICATES OUR SCHOOL OF LAST YEAR SATISFACTORY TO ADVERTISERS AND INDICATES ALSO THAT NEXT YEARS WILL BRING US ADDED LINEAGE BEST WISHES.

M F MURDAUGH DURHAM MORNING HERALD.

Dominating
the Local Field
in Lineage Compels
Attention from
All Advertisers

THE
COOKING SCHOOL
UNDER OUR PLAN
STIMULATES BUSINESS

(Now Booking for Season 1927-28)

HOME ECONOMICS SERVICE CORP.

247 PARK AVENUE - - - - - - NEW YORK CITY

WITH THE GENERAL ADVERTISERS

Congoleum-Nairn Swings to Newspapers to Boost Sales—Armstrong Cork Company Also Has List of 223 Dailies—V. Vivaudou Reports Net Profit of $1,324,730

A SWING to newspaper space to boost sales of Congoleum-Nairn, Inc., is reported.

This account, handled by the Erickson Company, New York advertising agency, has until recently been primarily a magzine user, shifting to dailies only periodically to put on "Congoleum Weeks" locally. On April 6 copy started appearing in a list of more than 200 dailies with contracts dated to end May 25.

Agency officials are silent about future plans, declining to state whether or not large scale use of the daily medium will be continued.

Armstrong Cork Company also used a list of 223 dailies in its spring campaign to promote sale of Armstrong's linoleum.

Newspapers and magazines will be used in a national advertising campaign on Columbia Pictures being placed by the Capehart-Carey Corporation for the Columbia Pictures Corporation.

L. B. Jones, vice-president in charge of advertising of the Eastman Company of Rochester, and Mrs. Jones, returned to this country this week from a European trip.

The *Milwaukee Journal* and *Wisconsin News* published special editions in connection with the annual salesmen's convention of the Carnation Milk Products Company of Oconomowoc, Wis., on April 29.

The Ten Thousand Lakes Association of Minnesota this week started a campaign to raise approximately $50,000 to advance a national advertising and publicity campaign for 1927 on a co-operative basis.

In a campaign last year $52,000 was raised and the return from tourists business alone, according to the figures of the state tourists commissioner, more than $70,000,000 was spent in the state. More than 1,300,000 citizens of other states visited Minnesota during the summer of 1926.

During the past year with the co-operation of the state game and fish department as well as the department of forestry, the Ten Thousand Lakes association conducted an intensive educational campaign along the lines of conservation of natural resources through nearly 200 papers.

The report of V. Vivaudou, Inc., for the year ended December 31, 1926, announced this week, shows a net profit of $1,324,730 after expenses and reserve for federal taxes. The company is a big user of newspaper space. The account is handled by the Charles C. Green Advertising Company.

Paul E. Kendall, advertising manager of the Long-Bell Lumber Company, with headquarters in Kansas City, has been delivering a series of lectures on advertising and merchandising. Mr. Kendall spoke last week before the Kansas City School of Advertising and before an organization of lumbermen in Minneapolis.

Robert Weidlaw, advertising manager of the Adirondack Power and Light Corporation and former announcer at station WGY, will leave the corporation May 9 to become advertising manager of the Connecticut Light and Power Company at Waterbury, Conn.

WILLIAM F. KIEST

Secretary of Dallas Times-Herald Company Dies at 63

William Frederick Kiest, secretary of the Times Herald Printing Company of Dallas, Tex. died at his home in Dallas on Wednesday, April 20.

Born in Indiana 63 years ago, Mr. Kiest spent his early years in Chicago and Elgin, Ill., going to Dallas 33 years ago and two years later associating himself with his brother, Edwin J. Kiest, in the publishing of the *Daily Times Herald*.

Ill health has prevented his taking an active part in the work of the newspaper for the past ten years although he has held the post of secretary of the Printing Company until the time of his death. His brother, Edwin J. Kiest, is president of the company.

GERRIT S. STANTON

Newspaper Man Who Guarded Horace Greeley Dies at 81

Gerrit Smith Stanton, 81, former New York newspaper man who guarded Horace Greeley during the Civil War draft riots, died April 24, at his home in Bellevue, N. J. He was a former Mayor of Woodbine, Iowa.

His wife and daughter, the latter, Hazel Stanton, of the *New York Journal of Commerce* editorial staff, survive. His father was Henry Brewster Stanton, long an editorial writer for the *New York Sun* and the *Tribune*. His mother was Elizabeth Cady Stanton, who for many years edited *The Revolution*, America's first feminist paper.

The late Daniel Cady Stanton, New Orleans man for the New York Sun during the Reconstruction period; the late Theodore Stanton, Berlin correspondent for the New York Tribune and one of the early Paris representatives of the Associated Press, and the late Robert Livingston Stanton of the Sun and Chicago *Inter-Ocean*, were his brothers. He was a nephew of Samuel Wilkenson, Civil War correspondent of the New York Tribune.

MRS. H. EFFA WEBSTER

Pioneer Chicago Newspaper Woman Dies at 88—Started on Old Dispatch

Mrs. H. Effa Webster, pioneer Chicago newspaper woman, died April 24 at the Chicago Home for Incurables, where she had lived for the last six years. Death was attributed largely to advanced age. Mrs. Webster was 88 years old.

Mrs. Webster came to Chicago the year of the World's Fair, and her first reportorial task in the city was that of covering the fair for the *Dispatch*. Then she became one of the late H. H. Kohlsaat's specialty writers on the old *Chicago Herald*. Later she was a member of the *Times* staff, the *Journal*, the *News*, and the *Examiner*, where she was art editor until 1914.

Despite her age, Mrs. Webster worked occasionally on the Chicago newspapers until five years ago. She was reporter, society editor, club editor and editor of a woman's page at different times and served on practically every Chicago paper. She was born in Vermont, came to Illinois at an early age with her parents, and was educated at Rockford college, Rockford, Ill. She was a past president of the Illinois Women's Press Association, which had cared for her lately, and a member of the Thirty Club.

IOWA PUBLISHER DIES

George A. Stivers, 51, publisher and editor of the *Burlington* (Ia.) *Evening Gazette*, died May 3. He was the son of the late Thomas Stivers, whom he succeeded on the Gazette, and a nephew of the late Henry Stivers, at one time editor of the *Des Moines Leader*. Mr. Stivers was born in Atchison, Kan.

Obituary

JOHN WEILER, 75, for years publisher of the *Reading* (Pa.) *Post*, a German newspaper, died recently. He was born in Germany but came to America in 1872.

Joshua S. Smith, 82, for more than 30 years owner and editor of the *Rockland* (Mass.) *Standard* and one of the veteran weekly newspaper men of New England, died at his home in Rockland April 21. He served his apprenticeship on the *Vineyard Gazette* as a boy, later working in Boston. In 1867 he went to the *Abington Standard*, purchasing it a year later and changing the name to the Rockland Standard.

Benjamin J. Terry, 73, who began a newspaper career on the old *Dubuque* (Iowa) *Telegraph* under the late John S. Murphy, and later founded the *Elgin* (Ill.) *News*, moving to Arkansas where he became a prominent lumberman, was buried in Dubuque last week. His death occurred in Little Rock, Ark., where he had lived many years.

Mrs. Alice M. Fullerton, mother of Hugh S. Fullerton, magazine writer and former member of the sporting staff of the *Chicago Tribune*, and Edward B. Fullerton, telegraph editor of the Tribune, died May 1 in Williamsburg, Ky. Burial was at Hillsboro, O.

Joseph Franklin Farrally, 66, editor of the *Bristol* (R. I.) *Phoenix* for the past 33 years, died at his home in Bristol, April 26, following a long illness.

Joseph M. Casey, 61, veteran employe of the composing room of the *Buffalo Courier-Express* for 15 years, died recently in Saint Catharines, Ont.

Terence J. Walsh, one of the *New York Herald Tribune* telegraphers, who had transmitted to the Herald Tribune most of the important sports stories of the last ten years, died at his home at Riverdale, N. Y. on April 29. Mr. Walsh learned telegraphy at the Riverdale railroad station, and had been in the employ of the Western Union for more than 30 years at the time of his death. W. O. McGeehan and Grantland Rice always sought to have "Terry" Walsh assigned as telegrapher for events concerning which they were to write dispatches.

John Paul Dawson, 24, Associated Press operator at San Antonio for nearly six years, died last week following an operation. He was buried at Fort Worth, his old home. His wife, parents and three brothers survive.

Dave Runnion, 52, pioneer Texas printer, employed for 25 years on the *McKinney Courier-Gazette*, died last week at McKinney.

John T. Atkinson, advertising man associated with M. F. Mayo, Houston, was accidentally drowned recently at Galveston, where he had gone on a week-end outing. His body was recovered.

Mrs. Anna Knott, 83, mother of John Knott, *Dallas News* cartoonist, died recently at Sioux City, Ia. She was a native of Austria.

J. Augustin Jones, 47, editor of the *Glens Falls* (N. Y.) *Times*, die[d] *27* in the Glens Falls hospital. [H]e born at Whitehall N. Y., Jan. 9 He was editor of the *Whitehall* for five years and then came t[o] Falls on the *Morning Star*.

Frank L. Towle, 57, printer *Portland* (Me.) *Press-Herald* cor room nearly 40 years, died April

G. A. Beeman, retired newspa[per] founder of the *Comanche* (Tex.) died recently at Comanche. He w[as] at Springville, Ind., in 1845.

George Frederick Hilbert, 70 posing room foreman of *Buffalo mercial* for 53 years, died in hi[s] recently at Buffalo, N. Y.

Mrs. Clara Ward Watson, of E. M. Watson, publisher of t[he] *lumbia* (Mo.) *Tribune*, died at he[r] in Columbia April 22. A daughte[r] H. J. Waters, is the widow of the editor of the *Weekly Kansas Cit[y]* Henry Jackson Waters, who di[ed] years ago.

George P. Heaton, for 20 year[s] nected with the *McPherson* (Kan *publican*, died recently at his hom[e]

Mrs. Samuel S. Edwards, da[ughter] of W. B. Taylor, of the *Kansas Cit[y]* died at her home in Kansas Ci[ty] week. Mr. Taylor has been co[n]nected with the Star for the past 25 yea[rs]

Mrs. Gertrude M. Murphey, [wife] J. C. Murphey, editor of the (N. Y.) *Journal*, died from hea[rt] ease, recently.

Augustus G. McCormick, 54, [presi]dent of the McCormick-Armstrong of Wichita, Kan., and for many head of the mechanical department *Wichita Eagle*, died recently at his in Wichita after a brief illness.

John Halleran, for the past years a reporter on the *Queens Star*, died Monday at his home Academy street, Long Island City.

Thomas F. Donham, 70, fath[er] Ralph Donham, of the copy desk, *I apolis Star*, died at his home near Haute last Friday night after a illness.

Orla Woody, 24, night police re[porter] for the *Indianapolis Star*, died Apri[l] St. Vincent's hospital in Indianapoli[s] injuries received in an automobil[e] dent Friday night.

W. L. Turner, 65, veteran newspaper man and for years edi[tor] the *Madisonville Meteor*, was kil[led] cently when he was struck by an national-Great Northern train at sonville.

George M. Ambrose, 73, for years a proofreader on Chicago papers, and for the last nine yea[rs] ployed by the *Chicago Daily New[s]* suddenly April 24 at his home i[n] Park.

Otis D. Hall, proprietor of a ing plant in Centralia, Wash., an[d] merly employed on the staff o[f] *Hoquiam* (Wash.) *Washingtonian* in Centralia, April 21.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, RICHMOND, ATLANTA, BUFFALO, PITTSBURGH, CLEVELAND, DETROIT, CHICAGO, CINCINNATI, ST. LOUIS, MILWAUKEE, MINNEAPOLIS, KANSAS CITY, DES MOINES, DENVER, LOS ANGELES, SAN FRANCISCO, PORTLAND, SPOKANE, WINNIPEG

The American Gas Association

What it is—What it is doing for American Industry—

The object of the American Gas Association is to promote more and better ways of utilizing gas;

—to assist the industries of America (and the public as a whole) in deriving to the fullest the numerous advantages inherent in gas;

—to advance to the highest efficiency, methods of gas manufacture, distribution and utilization;

—to collect and disseminate information on these subjects.

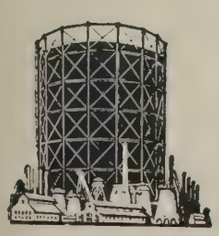
The American Gas Association was organized in 1918—and consolidated with the American Gas Institute, and the National Commercial Gas Association.

The membership includes 551 Gas Companies, 21 Holding Companies, 428 Manufacturers of gas burning appliances, and 3,444 Individual memberships. Its activities and interests extend to every state in the Union.

The sales of gas for the year 1926, officially reported to the American Gas Association, amounted to 38 billion cubic feet more than the amount sold in 1925. This is twice the increase in 1925 over 1924—making a total increase of 40% in the last five years.

This phenomenal increase in the use of gas is largely due to the growing demands from industrial customers. The American Gas Association has recently appropriated half a million dollars for research work and development of the industrial gas heating business.

Write to the American Gas Association for information on what gas is doing for others in your line of business.



American Gas Association
420 Lexington Ave., New York City

YOU CAN DO IT BETTER WITH GAS

OLD PAPER TELLS OF JEFFERSON'S DEATH

It Took Two Weeks for News to Reach Ohio Publication in 1826 —Story Printed in Letter Form

Mrs. John Swander of Columbus, O., collector of rare old newspaper files, loaned an interesting newspaper to H. W. Horch, chairman of the Jefferson Day banquet committee, which gave a banquet last week at the Neil House, Columbus. The paper, *The Liberty Hall and Cincinnati Gazette,* was 101 years old, and contained a story of the death of Thomas Jefferson. The paper appeared twice a week, and the editorial leader of July 18, 1826, bears the heading, "Death of Mr. Jefferson." The editorial referred to a letter printed elsewhere in the paper. This letter was dated Charlottesville, Va., July 4, 1826, and addressed to "Dear Skinner," editor of the paper, and said the communication could be taken as an "official bulletin" announcing the death of the author of the Declaration of Independence. Said the letter:

"I give you a line to say that Mr. Jefferson expired today at ten minutes before one o'clock. It is an event which has been hourly expected for three or four days past."

Peter Minot was the writer of the letter.

Editors in those days did not "make over" their papers when additional news or a big story "broke." A paragraph added to the paper's story of Jefferson's death says:

"Since the above was in type we learn from a reputable citizen, who arrived yesterday afternoon by steamboat, that the venerable John Adams also departed this life on the fourth of July. Our informant left a town in the neighborhood of Quincy on the fifth for the West. The news, however, preceded him, and when he arrived in Baltimore he met the president of the United States on the way to the late residence of his father. This information comes from a source entitled to implicit credit."

Commenting upon the death of Jefferson, the paper says: "The time of Jefferson's death is a circumstance remarkable in itself, and will undoubtedly add much to the feeling which will prevail on the occasion. Well may it be said that he expired amid the hozannas and grateful benedictions of a whole nation."

His death marked the fiftieth anniversary of the Declaration of Independence.

"PUG" ATTACKS SPORT WRITER

Memphis Boxer Objects to Press Scimitar Man's Criticism

Jimmie Cox, Memphis middleweight prize fighter, has been indicted by the grand jury on charges of assault and battery following an attack on Harry Cherry, sporting editor of the *Press Scimitar.*

Cox objected to Cherry's criticism of his ability as displayed in a boxing bout in Memphis.

The prize fighter called at the Press Scimitar office and called Cherry to the hall. Before Cherry was aware of Cox's intentions, the boxer slugged him on the side of the head and floored him. Cherry arose and grappled with Cox and they went to the floor, remaining in a clinch until members of the staff rushed up and separated them. Cox is large of stature and Cherry unusually small.

Cherry says he will press prosecution of the boxer.

McCAHILL HONORED

Employes of the *Rochester* (N. Y.) *Journal and Post Express* and *Sunday American,* were guests at a dinner in honor of Charles F. McCahill, publisher, who has been appointed regional director of Hearst Publications in Albany, Syracuse, and Rochester. One hundred persons attended. Edwin J. W. Huber was toastmaster.

READERS VOTE THEIR PAPER A LIVING WAGE

(*Continued from page* 11)

granted since the 10 cent a week rate went into effect. Our printers are members of the Typographical Union and I am glad of it. Union printers are high class workmen who can be depended on but the two increases in pay demanded and obtained have not been easy to meet under present conditions.

"If we are to continue our policy of giving you a bigger and better paper and add, as I want to add, the big league features of a metropolitan newspaper, we must have more revenue.

"With the kind of a newspaper we are trying to run there are only two sources of obtaining more revenue and that is from the advertiser or the subscriber.

"I am not in this letter asking you for an increase in subscription rates. But I would like to publish a paper of which you might really be proud, and sometime shortly, I may ask for a partial, not entire, restoration of the old rate.

"I have written this letter now because I believe you will be interested in what we are trying to do with the News Tribune and because I want to wish you and yours a Merry Christmas and a Happy New Year."

The second letter was as follows:

"Dear Subscriber: I have been surprised and delighted at the response to my letter outlining the necessity of a partial restoration of the old subscription rate for the News Tribune.

"Although my letter called for no answer, I have been literally showered by the most wonderful and encouraging Christmas mail that any man in my position ever received. I cannot begin to answer all of these letters personally, but I want you to know how much I appreciate them.

"'Go ahead and put the price back to 18 cents,' writes one West Duluth man. 'I'll gladly pay 20 cents for an unbossed newspaper in Duluth,' says a Lakeside subscriber. 'Certainly no charge of being hog-tied to special interests or political faction can be made against the present management of the News Tribune,' writes a well-known labor leader, 'and an increase of subscription rates seems only fair to expect.'

"These are samples of the letters I have been receiving and such backing and co-operation encourages me to put this question of a partial restoration of the old rate up to a vote of the subscribers without further delay. I am not going to be satisfied if only a bare majority are willing to grant us a better rate. I want this thing to go over by an overwhelming majority or not at all.

"I am not asking for a full restoration of the old rate of 18 cents a week, although that doubtless would be justified. We are spending over $18,000 a year more for news service, pictures and features than we did when the rate was 18 cents and our average number of pages and productions cost generally have been greatly increased. We want to keep on improving the paper and add other big league features of a metropolitan newspaper and to do that we are asking not for the old price of 18 cents but for 15 cents a week. This will enable us to go ahead with the paper and give the carrier boy who delivers your paper a better margin of profit.

"If the News Tribune is to maintain its independence and editorial honesty, refusing dictation from any political party or special interest, then it can have only two sources of revenue, from its advertisers and its subscribers.

"That is the reason I am asking you for a living wage for the News Tribune, because I want to keep it unbossed and independent, devoted solely to the best interests of this great community.

"Commenting on newspaper rates in this territory the *Hibbing Tribune* said the other day, "The six evening newspapers in this area with one exception are getting fifteen cents whereas the News Tribune delivers seven papers, including Sunday, for ten cents."

"And a number of months ago the *Duluth Labor World* in a complimentary editorial put it this way: 'What puzzles us is how The News Tribune can afford to give subscriptions for ten cents a week. That is practically giving the paper away. The Sunday paper alone is worth that much. Let's hope that the morning paper will develop its new independent policy and we will be willing to pay any price for a subscription to keep it independent.'

"With this letter I am enclosing two cards and I am asking you to fill out the one which expresses your vote and have it ready for your carrier boy when he returns to get it.

"And remember that a vote in favor of the 15-cent rate does not bind you to take the paper for any particular period. It merely means that you are willing to give the new rate a trial and if you don't think the paper is worth it that you can quit at any time.

"Please don't fail to vote."



Welcome!
at the front door~

Nearly 70,000 families welcome Long Island Newspapers in their homes each week. If you were to read the news columns and knew the people of Long Island you would understand why they eagerly await their favorite weekly. To them it means an intimate friend arriving for his weekly chat with the family —to discuss friends, neighbors, and people who are closely associated with their community life.

Remember, these people represent every walk of life. Some are nationally and internationally prominent— whose names are before the public constantly. They are a part of Long Island's buying power. They patronize home trade and encourage local enterprises.

Advertising in Long Island's Newspapers brings your message before the entire family, at a time when they are most receptive and most responsive.

Town	Paper	Publication Days	Circulation	Rate per Inch
Babylon	Leader Suffolk	Friday	3,400	.35
Bay Shore	Consolidated Press (South Shore Sentinel, Islip Press)	Thursday	2,750	.45
Elmhurst	Newtown Register	Saturday	2,500	.75
Farmingdale	Post	Friday	1,100	.30
Floral Park	The Sunrise Trailer	Friday	5,200	.60
Freeport	Recorder	Friday	3,100	.42
Great Neck	North Hempstead Record	Wed.	2,400	.50
Jamaica	Queens County News	Friday	14,675*	1.00
Lynbrook	New Era	Tue. & Fri.	2,800*	.60
Mineola	Central Island Weeklies (Hicksville, Westbury, New Hyde Park)	Friday	4,000	1.00†
Oyster Bay	Enterprise & Pilot	Friday	2,000	.45
Patchogue	Advance	Tue. & Fri.	3,226*	.55
Queens Village	Queens-Hollis Times	Thursday	8,000	1.00
Richmond Hill	Long Island Weekly News	Friday	12,000	1.40
Woodhaven	Leader-Observer	Thursday	8,600*	.84

*Sworn Net Paid Circulation.
†This rate includes the Farmingdale Post.
Figures not marked with a star indicate total run of paper.

Ionic No. 5

The blackface type is Ionic No. 5, the outline is Roman No. 2

Linotype Ionic No. 5 Is More Readable Because It Is Larger

MANY factors contribute to the legibility of Ionic No. 5; the increased weight, the even color, the stronger serifs, the roundness of the letters, the better distribution of the white space around the letters, the fact that it will not break down in stereotyping, but more important than any of these is the fact that it is actually larger, point size for point size, than any other newspaper face.

Just how much larger is graphically shown in the illustration at the top in which 7 point Ionic is superimposed on 7 point No. 2

And this great gain in size and legibility is achieved without loss in word count. If Ionic were a type of ordinary design, this increase in size would not be of any particular value because the space that is saved would have to be put between the lines. But Ionic is different. It doesn't need much white either between letters or between lines. The letters are closely fitted together and still hold their contour. The lines can be half a point to a full point closer together and still be easily followed as is shown in the illustration in the center. Ionic No. 5 is made in three sizes, 5½, 6½ and 7 point, in combination with Bold Face No. 2 or Italic and Small Caps. Write the nearest Linotype agency for a complete showing.

Why Ionic No. 5 Requires Less Leading Than Ordinary Types

In ordinary types the vertical strokes are emphasized. These pronounced vertical strokes have a tendency to interrupt the normal horizontal motion of the eye. It is therefore necessary to put more white space between the lines so that the eye can follow them back and forth across the column.

Ionic is more rounded, the strokes are of even weight, and the letters are more closely tied together so that each line is a continuous band of color across the page. It is easier for the eye to follow the lines and consequently they can be put a little closer together without loss of legibility.

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

532.27.4-F

LINOTYPED IN THE GARAMOND FAMILY AND NARCISS

MULTI-MILLIONAIRE ADVERTISERS BEG SPACE

(*Continued from page 7*)

"I know what news is," he boasted confidently. And he also said that he knew which newspapers published the material sent out by Lord & Thomas and Logan as "news."

In the files of Lord & Thomas and Logan, according to Mr. Barnhill, is a list of 250 newspapers that "use publicity." Mr. Barnhill said that this list included "many metropolitan dailies."

"Of the total there are 111 newspapers practical for publicity," Mr. Barnhill explained. "The entire 250 is stretching the blanket a little."

In addition to "news," the publicity plans of the Oil Heating Institute as divulged by Mr. Barnhill include the issuance eventually of "features" which will be sent out to the "home economics editors" of the daily newspapers. Some of these features will carry the by-line of James Breese, navigator of the NC-4 which went around the world. Mr. Breese has been retained by the Oil Heating Institute as chairman of its technical committee.

Lord & Thomas and Logan also will get out frequent broadsides containing all the latest information on oil burners which will be sent to "legislators, publishers and the home economics departments of the newspapers," Mr. Barnhill said.

Two points which the "public relations experts" are planning to attack vigorously is the sometimes published assertion in newspapers that the oil supply is low and the stories which appear frequently telling about "oil burners blowing up."

Mr. Barnhill said he has a feeling that the anthracite coal industry may be behind the appearance of the oil burner explosion stories in the news.

Dan Pierce, who handles the anthracite publicity, told EDITOR & PUBLISHER over the telephone that he clipped out all oil burner explosion stories, but couldn't claim responsibility for getting them into the newspapers.

When Mr. Barnhill was recalling for EDITOR & PUBLISHER this week some of the things he told the oil-burner manufacturers who attended the Buffalo convention, he said he told them:

"Don't be discouraged if you are not in the newspapers all the time. The Chinese situation is taking up space and the Snyder trial is going to be big news. If a burglar commits a burglary that is not always big news, but if a clergyman turns burglar, that is news. The fact that you are doing a good job and supplying the public with efficient oil heating systems may not always be considered as news, but there is news in your industry which the newspapers will print."

While the co-operative advertising campaign on the part of the oil burner manufacturers has just started, big things are planned for it. Mr. Barnhill described it as a $500,000 account at present. Others believe something like $250,000 will be spent this coming summer in the magazines.

It has been estimated that there are now 600 different oil burner manufacturers in the United States. Of this number between 65 and 75 are really in a position to advertise, a member of the staff of *Fuel Oil*, a monthly magazine informed EDITOR & PUBLISHER.

The larger manufacturers, who claim the combined invested capital of $40,000,000, have agreed to give one per cent of their net factory earnings to finance the co-operative advertising and press agentry.

A confidential bulletin recently issued to members of the American Oil Burners Association, contained the following statement:

"There is much left to be accomplished through collective advertising and publicity. The greatest need is information and education—the fundamentals of combustion, burner design, and heating on the part of the manufacturers; the principles of heating, merchandising and good business management on the part of the dealers; overcoming prejudice on the part of consulting engineers, architects, fire authorities, and means of picturing the story of oil to the public."

ADVERTISING INSTITUTE FORMED

British Group Will Promote Advertising as a Profession

(*Special to* EDITOR & PUBLISHER)

LONDON, April 23.—Formed with the avowed purpose of encouraging persons of good education and ability to adopt the profession of practitioners in advertising the Institute of Incorporated Practitioners in Advertising was registered as a company in England on April 12.

It is a company limited by guarantee and not having a share capital, with an unlimited number of members, each liable to the extent of two pounds in the event of a winding-up of the institute.

P. de G. Benson, B. Sc., C. B. E., is the first president, and other members of the governing council include the following well-known London advertising agents: E. I. Buxton, W. H. Carr, G. A. Castle, J. Coote, Lieut.-Colonel E. A. Field, M. B. E., E. H. Godbold, A. J. Greenly, L. Harwood, L. G. Jackson, H. G. Saward, J. Strong, R. J. Sykes, E. W. Thomas, C. H. Vernon, with R. J. Sykes, H. L. Mather, and L. O. Johnson as vice-presidents.

PLANNING 50TH ANNIVERSARY

R. E. Lent, publisher of the *Passaic* (N. J.) *News*, is hoping to be able to celebrate the 50th anniversary of his newspaper in the new plant now being constructed on the property adjoining the present building.

NEW M. E. IN BIRMINGHAM

Jack Young, former city editor of the *Charlotte* (N. C.) *Observer*, and more recently a member of the staff of the *Philadelphia* (Pa.) *Public Ledger*, has been selected as managing editor of the *Birmingham* (Ala.) *Age-Herald*, and will take up his duties on that newspaper soon. Mr. Young before coming to the Observer, served on papers in Charleston, S. C., Augusta and Atlanta, Ga., and elsewhere.

From the Linotype Mailbag

"Prompt Attention"

We wish to express our sincere appreciation of your prompt attention to an emergency order for parts on the 1st.
Please accept our hearty thanks.

The Evening Gazette
Cedar Rapids, Iowa



BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

ILLINOIS
THE GREAT CENTRAL MARKET

Buying Headquarters—

Buyers from the North, South, East and West come to Illinois' Market. It is the country's trading center. Gigantic wholesale and retail organizations are located here. The largest mail order houses in the world do their buying here.

Every product that is consumed or used can be sold in this market if properly introduced, and advertised in the local papers, for not only will you reach the 7 million Illinois consumers, but you will interest the large organizations who act as distributing agencies for merchandise throughout the world.

Advertise in the Newspapers Listed Below and Reach the Country's Buying Headquarters

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Alton Telegraph .....(E)	9,814	.05	.05
†Aurora Beacon-News .....(E)	19,440	.07	.07
*Belleville Advocate .....(E)	6,554	.03	.03
†Chicago Daily Journal .....(E)	125,007	.26	.24
*Freeport Journal-Standard ....(E)	9,545	.05	.05
†Joliet Herald News .....(E)	20,107	.07	.07
†Mattoon Journal Gazette .....(E)	5,857	.04	.04
**Moline Dispatch .....(E)	12,292	.05	.05
**Monmouth Daily Review Atlas.(E)	5,574	.035	.035
**Peoria Star .....(S) 23,872 (E)	31,103	.085	.07
**Waukegan Daily Sun .....(E)	5,666	.035	.035

*A. B. C. Statement, Oct. 1, 1926
**A. B. C. Statement, March 31, 1927
†Government Statement, March 31, 1927

International Illustrated News FIRST with the important pictures of the day!

THE Mississippi flood and the Snyder-Gray murder trial are the biggest news stories of the day, as editors and circulators well know. Are you getting beaten, or are you getting BEATS, on the pictures of these extraordinary happenings? Here are some voluntary, unsolicited telegrams, typical of many, that show how International Illustrated News is protecting its clients on the biggest stories of the day:

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its character is indicated by a symbol in the check or in the address.

WESTERN UNION

NEWCOMB CARLTON, PRESIDENT J. C. WILLEVER, FIRST VICE-PRESIDENT

SYMBOLS	
BLUE	Day Letter
NITE	Night Message
NL	Night Letter
LCO	Deferred
CLT	Cable Letter
WLT	Week End Letter

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

SHREVEPORT LA MAY 4
INTERNATIONAL ILLUSTRATED NEWS NY
YOUR FLOOD ART IS GIVING US SPLENDID BEATS ON OPPOSITION
HAL RUSH
MANAGING EDITOR DAILY CAUCASIAN

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its character is indicated by a symbol in the check or in the address.

WESTERN UNION

NEWCOMB CARLTON, PRESIDENT J. C. WILLEVER, FIRST VICE-PRESIDENT

SYMBOLS	
BLUE	Day Letter
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WLT	Week End Letter

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME

HUNTINGTON W VA MAY 3
INTERNATIONAL ILLUSTRATED NEWS NY
SNYDER ART SMASHES ARE KNOCKOUTS OTHER ART EQUALLY ATTRACTIVE WE RATE IT HIGH
JAMES B. CLENDENIN HERALD DISPATCH

You can DEPEND on International Illustrated News.

Complete, enterprising, exclusive coverage on news and sports pictures. Preparedness art that keeps you protected. Live, Exclusive, illustrated news feature stories every day. Illustrations for the women's page, radio page, Sunday editions. Distinctive, unduplicated news features. All these, in International Illustrated News' superior daily news-mat service.

This is the only news-mat service with INTERNATIONAL NEWSREEL PHOTOS—the world's greatest photo organization.

LET US SEND YOU THE COMPLETE SERVICE FOR THREE DAYS WITHOUT CHARGE. WRITE OR WIRE TODAY.

Sole selling agents for International Illustrated News:

King Feature Syndicate, Inc.,

M. KOENIGSBERG, President **241 W. 58th Street, New York, N. Y.**

SENSATIONAL CRY OF PROFESSOR-CRITIC ATTACKED BY TEXAS EDITOR

"Newspaper Should Not Be Any More Sensational Than the Bible" R. C. Bush of Waco Times-Herald Tells Dean Allen of Baylor U.

CHARGES that the press is too sensational were flung back at critics of the newspapers during the first Journalism Week in the Southwest, held last week at Baylor University. The clash over sensationalism, which started when Dean W. S. Allen of the university in his welcoming address declared that the finer things in life, as a rule, could not be found in newspapers, and ended in a defense of the press by Richard C. Bush, managing editor of the *Waco Times-Herald*—a defense that drew the commendation of even Dean Allen—was a feature of Journalism Week.

"While a managing editor should not allow his paper to become too sensational," said Mr. Bush, who spoke on the problems of managing editorship, "there is a greater danger, and that is, he may not let it be sensational enough.

"One should seek, I believe, not to be any more sensational than the Bible. As long as we don't print anything more sensational than the story of Jonah and the whale, as long as we don't publish anything more horrible than the beheading of John, as long as we don't handle anything more salacious than the Biblical details of certain well known Old Testament characters and their many, many wives, I feel that we will not be going too far."

Mr. Bush offered a solution to the problem of so-called sensationalism, elaborating on the old injunction to Hearst editors and designating it as "the most sensational news in the world can be told if it is written and edited properly."

Dean Allen had spoken on the preceding day. He had denounced the press for "playing up the sordid and leaving out the finer things in life, such as news of an educational and informational nature."

Declaring that newspapers courted constructive, authoritative criticism, Mr. Bush scored super-critical judges of the press, comparing them to the legendary blind men who went to "see" an elephant, one feeling of the leg and deciding the animal was a tree, another touching the side of the massive beast and proclaiming it to be like a wall, another grabbing the tail and believing it a rope, another grasping the trunk and finding it to be like a snake, and another the tusk, which felt like a spear.

"So it is with many of the critics of the press," Bush pointed out. "They pick up a newspaper and, glancing at one type of story, they decide, then and there, that there are no other kinds of news in the paper."

Turning to Dean Allen of the university, the Times-Herald managing editor referred to having noted, from day to day in the press, "news of grand old Baylor university and her glorious activities, and I know of no news that could be more representative of the finer things in life.

"Surely our critics have not been reading the newspapers, or they would have seen, as I have seen, column after column of news about churches and religious activities; surely this type of news comes within the classification of the finer things in life.

"To the educator who places the press in the category of naughty schoolboys and demands that more news of an educational nature be printed, let it be said to him that the newspapers of today are publishing more news of an educational nature, more news along the lines of information, scientific and otherwise, than papers have ever printed in any period in the history of American journalism.

"I am glad that I can say that my reference to 'the educator' is not to be construed as having general application, for I am sure that the great majority of educators are broad-minded, not only in their own avocation, but in their consideration of other professions.

"But the super-critical educator is not the only uninformed judge of the way newspapers are being run by managing editors of the day. We have a few preachers, too, who object to those 'big, black head-lines' on stories of more or less lively nature; and so, to the minister who goes into his pulpit on Sunday morning, let it be said to him, that he has no more right to warn his congregation of the consequences of sin than the newspaper has to inform the people of crime and its terrible results.

"We will make a trade with the clergy. We will stop printing the news of crime and sin, if the preachers will stop talking about the devil and his deeds.

"Sin and crime, my friends, want to hide. I hope the managing editors of the country will never permit themselves to be converted into a society to protect criminals from the merciless light of publicity. You know some people felt ashamed of the press, because it played up such cases as the Arbuckle case. Oh, yes, they cried, the newspapers shouldn't print such things. Then the preachers began pounding the press for printing such stuff.

"And very soon, bless your soul, if the preachers didn't begin to demand that Hollywood clean up. And clean up it did. And today, while movieland isn't the purest place in the world, and its inhabitants make no special claim to being angelic, Hollywood has improved wonderfully. Of course, our friends, the ministers, with their sermons of denunciation, produced the clean-up. But I want to tell you that some of those big, black headlines awakened the preachers and the people as to the situation; and those same big, black headlines will continue to awaken the preachers, whenever the occasion demands."

A virtual love-feast between editors and educators followed the talk. Dean Allen was the most congratulatory. Baylor students of journalism voted that a newspaper run along the lines suggested by critics who want only the "finer things in life" printed would have to be endowed.

The first Journalism Week in the Southwest was arranged by Dr. C. D. Johnson, chairman of the Baylor School of Journalism and Commerce.

WOOD SEES 100-PAGE NEWSPAPER IN TEN YEARS

(*Continued from page 5*)

by hand and one man reinserted it in the casting mold while the other worked the tail cutting machine to remove the tail or riser from the plate. After this was completed, the plate was put into a shaving machine which smoothed out the inner surface, then lifted out and put up on a dressing block where two men went over it with chisels and planes to cut out its blanks and trim up its edges. Next it was put into a tub of water to be cooled and after being taken out and dried by hand it was ready for the press."

By the autoplate machine created by Mr. Wood plates are cast and completely finished and made ready for press four or five times as fast as by this clumsy hand process. The first autoplate machine went into operation in 1900 on the *New York Herald*.

"I got the idea which lead to this invention," Mr. Wood declared, "when I used to drift into the newspaper offices in down town New York. I u visit the old Herald office on Ann and often visited, the old *New Yor ning Post* plant when it was usin revolver presses fed by hand, the of which were hand folded.

"When I began studying other throughout the country to get them stall my autoplate, I came to reali the future limitation of newspape thereafter to be found in the press I began therefore an analytical st the newspaper printing machines and am just now prepared to an the completed results of that study

"One of my new presses is insta the office of the *Philadelphia Inqui* the next and latest is on exhibi our Plainfield plant with a number teresting auxiliary devices. You freely say that with these mechani novations the revolution of the new press room has begun.

[Coming—Adventures In New Publishing—New Series on New Management.]

Special Services for the use of publishers who desire speedy Advertising or Circulation increases are listed on the Classified pages.

South America's Greatest Newspaper

"Buenos Aires IS the Argentine Republic"—

"If you introduce an article in Buenos Aires it is introduced in the whole of the Argentine."

"We know that LA PRENSA has a larger circulation than all the local papers put together, and that this circulation is amongst the very best class."

(Extract from letter written by the distributor in Argentina of important American products, urging his principals to place their advertising in LA PRENSA—)

National sales and distribution in Argentina can quickly be attained by advertising in LA PRENSA.

JOSHUA B. POWERS
Exclusive Advertising Representative
250 Park Avenue New York

THE CHRONICL
Marion, Indiana
1st in A. B. C. City Circu tion
in Local Advertising
in National Advertisin
in Total Paid Advertis
9,129
Is the Daily Circulation 6 months' a age, ending September 30, 1926.
Marion and the adjacent Trade Terri can only be adequately covered with
Marion Evening Chronic
Represented by
The S. C. Beckwith Special Age
New York—Chicago—St. Louis—Det Kansas City—Atlanta—Los Angele San Francisco

Sparkling
Accurate Reporting
and
Complete
World Coverage
of Telegraph News
INTERNATIONAL NEWS SERVICE
63 Park Row, New York City

THE SUN is a clean, vigorous, intelligently edited newspaper—free from sensationalism, prejudice and partisanship. It, therefore, attracts men and women of intelligence, discrimination and good taste—who have a high degree of confidence in THE SUN and in the advertisements it publishes.
The Sun
280 Broadway New York

Thorough Coverage in One of the World's Richest Buying Centers—Coupled with the Ability to Produce Results
Pittsburgh Gazette Times
(Morning and Sunday)
AND
PITTSBURGH CHRONICLE TELEGRAPH
(Evening except Sunday)
These newspapers in News and Advertising have the confidence of their readers.
Their readers have the power to purchase.
Sold Singly or Combined
URBAN E. DICE, Nat'l Advg. Mgr.
Gazette Square, Pittsburgh, Pa.
E. M. BURKE, Inc.,
1457 Broadway, New York.
123 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
B. J. BIDWELL COMPANY,
742 Market Street, San Francisco, Cal.
Times Bldg., Los Angeles, Cal.
White-Henry-Stuart Bldg., Seattle, Wash.

IT WILL PAY YOU T
HIRE TRAINED
MEN
Ambitious young men, schoo in every branch of the newspa or magazine field, may be secu to fill that opening on your p lication by simply making y wants known to the Person Bureau of Sigma Delta Chi, p fessional journalistic fraternit
No Charge To Employe
Avail yourself of this free se ice to replenish your staff wh ever the occasion requires. Wr or wire John G. Earhart, Exchange Ave., Chicago, Ill., a he will put you in touch with right man.

EDITOR & PUBLISHER

RATE CARD IN EFFECT MAY 1, 1927

1. GENERAL ADVERTISING

a. b. c.

Transient rate 75c per agate line (minimum 14 lines—1 in.).	Agate Lines	Single Insertion	6 insertions within year per insertion	12 insertions within year per insertion	26 insertions within year per insertion	52 insertions within year per insertion
Full page	672	$250.00	$225.00	$200.00	$190.00	$168.00
Half page	336	140.00	120.00	110.00	100.00	95.00
Quarter page	168	75.00	70.00*	65.00*	60.00*	55.00
Eighth page	84	50.00	45.00*	40.00*	33.00*	30.00
Sixteenth page	42	30.00	25.00*	20.00*	17.00*	16.00

All 52 consecutive-insertion contracts (see last column above) are based on consecutive insertions within the year. Extra space is charged at the 52-insertion rate but contract is credited for one insertion only.

Half pages and full pages on 6, 12 and 26-time contracts may be used at the option of the advertiser within the twelve-month period. *Quarter, eighth and sixteenth pages must be on definite copy schedule.

Contract advertisers are accorded the privilege of same insertion rate for larger space. For example: an advertiser under contract for twenty-six (26) quarter-pages at $60 per insertion is accorded the privilege of half page at $100 and full page at $190, but such advertisement is to be credited on contract as but one insertion of contract space.

d. PREFERRED POSITIONS—On application.

e. Minimum size of advertisements, 14 agate lines on one column. All advertisements must be at least as many inches deep as they are columns wide.

f. All rebates earned by advertisers using more than contracted space within life of contract, are paid in advertising space to be used within one month after expiration of contract.
No contracts are accepted for a period of more than 12 months.
No contract will be pre-dated and no rebate will be allowed on transient advertising used prior to signing of contract.

g. Advertisers may discontinue contracts upon written notice of fifteen days and payment shall be made for space used at rate earned by number of insertions covering said space.

h. The rates on this card are subject to change without notice. THE EDITOR & PUBLISHER COMPANY reserves the right to refuse any advertisements and to cancel advertising contracts for reasons satisfactory to the management.

i. All rates quoted on this card apply to advertising in main section of regular editions only. Rates for advertising in any supplements or special editions will be at publishers' option. Whenever regular card rates are allowed for advertising in a supplement contract advertisers can transfer their space from main section to supplement section **only through special arrangement with EDITOR & PUBLISHER.**

2. CLASSIFICATIONS

a. All rates and terms on first page of this card apply to all classes of display advertising.

b. Classified Advertising: Situations Wanted, 1 time—.40 per line; 2 times—.35 per line; 3 times—.30 per line. All other classifications, 1 time—.60 per line; 4 times—.55 per line.

c. All advertisements inserted on a strictly cash basis, except on orders from contract advertisers.

d. Special rates quoted for 13, 26 and 52 insertions.

e. White space charged at same rate per line per insertion as earned by frequency of insertion.

3. READING NOTICES—(None)

4. COMMISSIONS AND CASH DISCOUNT

a. Agency Commission—15%.

b. Two (2) per cent. cash discount allowed on current advertising bills paid on or before the tenth (10th), provided all previous bills are paid.

c. All accounts payable net 30 days and subject to sight draft immediately thereafter.

5. MECHANICAL REQUIREMENTS

a. Column width, 13 ems. **b.** Column depth, 168 lines. **c.** Columns to page, 4. **d.** Size of type page 9 x 12 in.

e. Center spread 12 inches deep x 19 inches wide. Half pages either 12 in. x 2 col., 6 in. x 4 col. or 8 in. x 3 col. Quarter pages 12 in. x 1 col. or 6 in. x 2 col.

f. Forms close Thursday, week of issue. Advertisements must be in office by Wednesday P. M. for current week's issue. Corrections on advertisements may be made up to Thursday noon.

g. All cuts should accompany copy. **h.** Half-tones should be 120 screen. Can use originals, electros or mats.

i. Engravings, electrotypes, etc., are made at the expense of the advertiser and are not subject to cash discount. Advertising copy will be prepared by the service department of EDITOR & PUBLISHER at an additional charge of 10%. EDITOR & PUBLISHER will not be responsible for errors in advertisements, due to failure to return proof in time to make corrections.
Failure to furnish new copy on definite insertion contracts will compel use of previous advertisement.

6. CIRCULATION

a. Member of A. B. C.

b. Publishing date—Saturday of each week.

c. Subscription Rates—Domestic, $4.00; Canada, $4.50; Foreign, $5.00.

d. Devoted to Journalism and Advertising—**"The Newspaper Advocate."**—Specializing in the "Spot News" of the publishing and advertising business.

e. Circulates among Newspaper Executives, National Advertisers and Executives controlling accounts in the Advertising Agencies, throughout the country.

f. A. B. C. Publisher's Statement: Period Ending Dec. 31, 1926—8015.

J. W. BROWN, Publisher.

Branch Offices:

C. B. GROOMES, Advertising Director.

St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Bldg.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London, England: Thomas McDougall, Kingsway Chambers, 44-46 Kingsway, London, W. C. 2, Eng.
Paris: G. Langelaan, 34, rue Thiers, Boulogne-sur-Seine (Seine).
Tokyo: Ralph Nicholson, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Ave., Lawrence Park.



Our Own World of Letters

By JAMES MELVIN LEE

WHO invented the streamer headline? Who popularized the synthetic photograph? Who was the real father of the comic supplement, no matter who printed the first one? Who introduced the American flag into journalistic typography? An editorial in the *American Mercury* for May answers all these questions with "William Randolph Hearst."

Most magazine articles about Hearst have been extremely critical The editorial in the American Mercury, however, does not condemn Hearst so much for the type of journalism he originated as it does for not continuing what he started—"a great disaster to journalism in America." The editorial insists that the good in the journalism that came from Hearst was considerable "for it shook up old bones, and gave the blush of life to pale cheeks."

One of the finest tributes paid to Mr. Hearst in this editorial is that "he not only vastly augmented the enterprise of the whole American press, but he also forced it into some understanding of the rights and aspirations of the common man." His papers in publishing exposure after exposure and following them up with denunciations "completely broke down the old American respect for mere money, and paved the way for many reforms that are still in being."

Here is what the American Mercury thinks of American newspapers:

> Reporters of enterprise and courage grow fewer and fewer, the old eager scrutiny of the public business is abandoned, and any sort of fraud, provided only he have money enough, is treated with profound respect. Where are the old devasting columns of purloined letters? Where are the slashing cartoons by Davenport? Where are the editorial philippics in black, black type? They are gone—and they are missed. The American daily press, with Hearst leading it in a devil's dance, was loud, vulgar, inordinate and preposterous—but it was not slimy and it was not dull. Today it is both.

According to Mr. Mencken, who wrote the editorial, Hearst papers are still noisy in tone, but they have killed their old honest frenzy. He asserts that there is nothing in them by way of actual news that is not in the *Springfield Republican* or in the *Philadelphia Public Ledger*.

Part III of the editorial discusses American newspapers in general without reference to Mr. Hearst. It declares that there are not a dozen American newspapers today with any more personality than so many sardines out of a can. It believes that there should be room in every large American town for a paper with as much enterprise and individuality as the *New York World*. To St. Louis it gives credit for such a paper and to Baltimore for another. It then adds, "The tale of them is soon told." Of Philadelphia newspapers it makes the passing remark that "the last journalistic Bolshevik of Philadelphia is no more" and that the gazettes of that city are now "merely daily editions of the *Saturday Evening Post*." The editorial is very positive that Washington is without newspapers and has "only vaseline machines." There is, to quote again, little more difference between one newspaper and another than there is between two Uneeda biscuits.

Mr. Mencken is convinced "that this ironing out is an evil even though it makes for economical operation for newspapers—which now clump into miserable chains, like filling stations and grocery stores."

Mr. Mencken in conclusion asks, "What has become of the Julian Ralphs and Richard Harding Davises?" He then boldly asserts that they are bred no more. To the old *Herald* he gives credit for breeding them, but insists they could no more come out of "the dull, standardized, unimaginative, groveling dividend-machines that now cover the country than a Luther or a St. Francis could come out of a Baptist theological seminary."

The last sentence in the editorial is, "If, by some miracle, one of them popped up, he would be fired at on sight."

I have space only for one passing comment. Neither Julian Ralph nor Richard Harding Davis, in my opinion, ever reported a story better than the *New York Times* in its issue for Monday, April 25, covered the account of how Chamberlin saved the lives of two girls in a plane by a daring landing.

This story in the Times is recommended to Mr. Mencken for careful perusal and for comment in the American Mercury. The reporter who covered the story for the Times was "fired at." I know whereof I speak when I say that letters of congratulation fairly poured into the Times.

On several occasions I have asserted that the reporter was hanging his hat too far down the line in the editorial rooms of American newspapers. The time is coming when the reporter will come into his own. With all due respect to the feature writer whose work is syndicated, the web and the woof of the American newspaper is always found in the reporter.

* * *

THE series of three articles which James E. Amos contributed to *Collier's Weekly* about Theodore Roosevelt whom he served as an attendant for many years have been expanded into a book, "Hero to his Valet" (The John Day Company). The chapter that deserves special mention in "Our Own World of Letters" is the one which describes how Roosevelt got along with newspaper men.

Mr. Amos points out how easy Roosevelt was to caricature and how cartoonists made fun of his teeth and his glasses. Roosevelt on the other hand, was never nettled by the cartoons and was always glad to see a collection of recent ones which it was the habit of a friend to bring to the White House. As a matter of fact, Roosevelt made a collection of originals some of which found their way to the walls of the library in the White House while others were sent to his study at Oyster Bay. According to Mr. Amos, the cartoon of which Roosevelt was most fond was the one from the pen of Davenport which showed Uncle Sam saying of Roosevelt, "He's good enough for me."

Roosevelt always talked freely to reporters, though often much that he said was spoken in confidence and not for publication. The volume mentions one instance where this confidence was not respected by a reporter. At the next interview with newspaper men Roosevelt went along as though nothing had happened, but at the close asked the offending reporter to remain. He then talked to this reporter very quietly, "but in that way he had of making a quiet dressing-down more terrible than any amount of bawling out."

The subject of Roosevelt's remarks on this occasion is thus given in the volume:

> "You are the kind of man who brings your own comrades into trouble. I talk to all these boys with perfect freedom. But one man like you in the group makes it impossible for me to talk to the others. You are a very young man and you have begun your career by disgracing your fellows. I am sorry for you, but I would never trust you again. And so now I must tell you never to come here any more."

The chapter concludes with a discussion of William Jennings Bryan as a reporter at political conventions.

The volume as a whole is interesting as a close-up in the life story of one of America's foremost citizens.

* * *

PROPAGANDA is the theme that runs through most of the pages in the April number of *The World Tomorrow*. Of course newspapers come in for a liberal amount of criticism. One of the articles that most deserves serious attention is "Education, Not Propaganda" by Rhoda E. McCulloch. The most effective part of the number may be found in the cartoons, some of which are reproductions of those that have already appeared in the press. Special mention might be made of the one from the New York World which carries the caption, "The Propagandist's Equipment."

A BOOK of immediate interest national advertisers is "The urement of Advertising Effects" per & Brothers) by George B Hotchkiss, head of the Departme Marketing at New York University Richard B. Franken, formerly con with the research department of the *York Times*. In it the authors sum ize the results of an intensive inve tion to determine how familiar the is with nationally advertised produ

The volume opens with a chapt the importance of prestige—a ch which frankly admits that practical commercial advertising is done fo sake of the profit measured in lars and cents. The reader is rem that the public is forgetful and that those things for which it has good tend to slip from its memory. K edge, usually secured from advert is the first step in the sale.

The second chapter outlines the ods used to measure advertising and the institutions where the experi

Largest Circulation and Largest Volume of Advertising of any Daily west of the Missouri river

LOS ANGELES

EVENING HERALD

REPRESENTATIVES
Chicago, JOHN M. LEDERER, 910 Hearst Bldg.
San Francisco, A. J. NORRIS HILL, 610 Hearst Bldg
New York, HERBERT W. MOLONEY, 604 Times Bldg.



Over 260,000 Homes in Michigan served by Booth Newspapers

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN
50 East 42nd Street
New York City

J. E. LUTZ
6 N. Michigan Ave.
Chicago, Ill.

in Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"

"Starts the day in Detroit"

With a stable, inflated, liberal pursed circulation productive of greater advertising returns at lower cost.

NEW YORK STATE

Westchester County's

Fastest Growing Cities

Mount Vernon and New Rochelle and The Vicinity Towns

Are Covered Completely by

THE DAILY ARGUS
of
Mount Vernon

THE STANDARD STAR
of
New Rochelle

Both Members of A. B. C.

Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

IN some cities, the "leading newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined*.

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

Away Ahead

2,196,676 - 1925
3,699,155 - 1926

1,502,479 - Gain

The New York Evening Graphic shows greater gain in line age (41%) than any other New York paper.

Our Customers Write Our Ad

EUGENE, OREGON, MORNING STAR
Says—

"We are running a color comic as well as using color on cuts and ads, and the flexibility of our DUPLEX TUBULAR press in this feature is a strong point for it."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH

e made. In chapter three the
is begin their discussion of public
irity with manufacturers' brands.
res in leadership are mentioned and
tions are given as to causes.
p of the most valuable chapters are
in which the influence of advertis-
outlined and the buying habits of
ners are discussed in detail. The
seem to show that women more
nen recognize products by name.
hapter each is devoted to analysis
e following products: toothpaste,
nosiery, typewriter, breakfast food,
cigarette, fountain pen, hat and
Obviously the book has the
st value to an advertiser market-
e of the products listed in the pre-
paragraph. For national adver-
and for advertising agencies the
ought to help to answer the per-
g question, "Are we spending our
ising money to good effect?"

* * *

ONG the three friends of Grover
eveland who contribute sketches
him to the April number of
ler's Magazine is John H. Finley,
te editor of the *New York Times.*
rly editor of *Harper's Weekly,* he
d that connection to become pro-
of politics at Princeton where he
Mr. Cleveland. The details are
in the magazine.

* * *

HE Easy Chair" of *Harper's Mag-*
azine is occupied by Edward S.
n. For his monthly chat in May
s taken as his subject "News-
." In it he attempts to answer the
ical question, "What is the item
e most universal interest in the
apers?"
r seriously his answer is to be taken
n to question. The easy chair may
its occupant to decide what in his
te paper interests him. The chat
certain element of charm in its

the chap who sits on the soap box
the news stand has some informa-
hich it would be worthwhile to get
s subject. What college presidents
of newspapers may be a good aca-
question but what subscribers actu-
ink about the same paper is a more
al one. Mr. Martin concludes his
vith this comment about how to
newspaper:

> secret of success in newspaper reading
> tion—to seize what belongs to you from
> day and skip the rest. Really, our good
> are very good; indeed, they are quite
> ful. If one gets them in proper variety
> o get the different points of view, and
> how to read them and how not to read
> o much, they are worth all they cost
> time; and time and mental energy are
> portant price that we pay for them.

* * *

ACE GREELEY, the founder of
e *New York Tribune,* has the un-
distinction of having two statues
hself erected within the city limits
nhattan, according to J. Sanford
and Walter E. Tisné in their
"Statues of New York" (G. P.
n's Sons). One, located in City
Park, shows Greeley seated in a
armchair holding a copy of the
ne outspread on his knee. It is
the work of J. Q. A. Ward and was presented to New York City by the Tribune. The other Greeley statue, set up in the square that bears his name, shows him again in an armchair, but holding a copy of the Tribune in his right hand. The book, however, is in error when it says that this statue is also a gift of the Tribune. As a matter of fact the second statue honors Greeley, not the publisher but the printer. It is the gift of the union printers of New York City.

* * *

ONE of the finest tributes I have ever seen about the small city daily may be found in the little pamphlet written by Stephen Bolles, Editor of the *Janesville Gazette,* and entitled "Advertising in the Small City." Here is what editor Bolles says about the small city daily:

> If anything the small city daily has an advantage over the metropolitan daily. It is read more carefully in the small city. It is taken more seriously than the larger newspaper. It is read more eagerly. It has less of waste circulation. Its single wrapper list is negligible, confined mostly to people who have moved away and want the home town paper. It is not sold heavily on the streets to a visiting population, transient and in a hurry. The small city daily has a greater responsibility because it is so close to its people that they feel an interest in its making. It has features once confined to the metropolitan paper, its press report is over a leased wire—almost an unheard of thing twenty years ago. It is alert, editorially zestful and quicksteps in advance of local and general progress. There are exceptions; there are a few rags out of the many pieces of perfect cloth in the 1,800 small city dailies in the United States, but only a few. Most of them are far ahead of their cities in comparison to the population and would have been marveled at as miracles a score of years ago.

Passing from its newspaper to the city itself, editor Bolles makes this comment:

> Confidence is a golden asset of the small city daily. The places so often referred to by the renegade villager, glamoured by the great city and its unfriendly canyons but garish lights, as a "hick town," is a different place from what it used to be when the old grey mare was hitched to the railing outside the store that smelled of codfish and kerosene, blue denim and brown sugar. The Reuben Glues are not in the small city but indigenous to the larger places where the first view of grass comes from a sign telling one to keep off.

The pamphlet is published by the Wisconsin Daily Newspaper League and it may be obtained upon request from the secretary, H. H. Bliss, Janesville, Wis. The last page of the pamphlet contains the names of the thirty-one members of the Wisconsin Daily Newspaper League.

* * *

THE editorial page of the *Christian Endeavor World* for May 5 opens with a comment on American newspapers. Headed "What Are People Interested In?" it remarks that the answer to the question is a sad commentary either on readers or on editors. The editorial, however, overlooks the fact that while the biggest story in any issue of a newspaper may be the account of a murder trial, the bulk of the rest of the issue may be stories that have permanent value for the welfare of society.

* * *

HOW reliable is the dietetic advice and how accurate is the information of food advertisements? These questions are answered in the April issue of *The Western Dietitian* by Barbara Reid Robson, home economics director of the Honig-Cooper Advertising Agency of San Francisco.

In this article Miss Robson tells it the tests which are made of foods before agency copywriters turn in their advertisements. She gives several instances in which manufacturers were urged, after analysis had been made of their products, to change the appeal of their food advertising in order to bring the copy in agreement with the dietetic value of the food marketed.

* * *

A GOVERNMENT bulletin that ought to have some interest for many readers of "Our Own World of Letters" is Bulletin No. 427 of the United States Bureau of Labor Statistics—"Health Survey of the Printing Trades from 1922 to 1925." Compiled by Frederick L. Hoffman, consulting statistician of the Prudential Insurance Company, Newark, N. J., it presents an impartial up-to-date scientific appraisal of the status of health conditions in the printing industry. Its publication of course is to correct bad conditions in order to promote better health of the workers. The preface is contributed by F. A. Silcox, Secretary, Printers' League of America. A sanitary inspection of the composing rooms found in the large cities of this country is described in detail. Passing mention should be made of the sections which record the vital statistics of printers.

Copies of this bulletin may be obtained upon application to Ethelbert Stewart, commissioner of the Bureau of Labor Statistics, Washington, D. C.

BRITISH SOCIETY NOMINATES

John S. King, of the *West Middlesex Gazette,* is to be the president of the British Newspaper Society this year. The Newspaper Society is the organization of provincial newspaper publishers, and it was to hold its annual meeting on May 4 in London. N. B. Graham, of the *Wolverhampton Express and Star,* and J. D. Jeremiah, of the *Manchester Daily Dispatch,* are to be vice-presidents. The Society is arranging a visit of its members to Canada, at the invitation of Canadian Newspaper Proprietors and as a result of the visit of Canadian editors to England in 1924. The party will sail from England for Canada on August 5, spending 23 days in Canada.

If Quality

of circulation is your first consideration

The Evening Star

With Sunday Morning Editions

Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

N. Y. Office—110 E. 42nd St.
Dan A. Carroll

Chicago Office—Tower Building
J. E. Lutz

Buffalo, The Wonder City of America

Buffalo—a profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

EDWARD H. BUTLER
Editor and Publisher

KELLY-SMITH COMPANY
Representatives

Marbridge Bldg. New York, N. Y.
Atlantic Bldg. Philadelphia
Tribune Tower Chicago, Ill.
Waterman Bldg. Boston

Where better Classified mediums are being built — the best publicity is helping build them

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

The Baltimore News

has the largest circulation of any evening newspaper in the entire South
137,022

Baltimore looks to THE NEWS for the news.



THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

NEW PROCESS REMOVES INK FROM NEWSPRINT

German Method Involves Use of Special Ink Allowing Used Paper to Be Reclaimed

A process of reclaiming newsprint to make it usable a second time by removing the ink from the original printed paper is claimed to have been perfected in Germany, the American Trade Commissioner at Berlin, William T. Daugherty, has reported to the Department of Commerce.

The National Committee on Wood Utilization, a co-operative agency of the Department of Commerce, announced April 28 that this process and its possible effect on the wood and paper industry of the United States would be studied by the Paper Group of the National Committee at its meeting in the Department of Commerce May 3 and 4.

A statement by the Department describing the process, as reported by Mr. Daugherty, follows in full text:

Heretofore the difficulty in de-inking newsprint has been in the removal of the lamp black which is an important ingredient of the printer's ink as now produced. The German patent concerns the making of printer's ink under a different process whereby pyrolusite is used, which is fast to light and air. This pyrolusite is introduced into oil or color varnish.

Without further treatment pyrolusite produces a brownish print, unwelcome to the trade, but this can be deepened to a black tone if mixed with certain fat-soluble light reducible organic colors. The preparation is then treated with sulfite or a 1 per cent hydrous sulphurous acid which, it is claimed, removes the black color completely within the space of one-half of an hour. A light blue print which remains is said to disappear in the pulping process accompanying final regeneration to white stock.

Although pyrolusite ink costs more than ink now used, the saving by newsprint regeneration effects a considerable cheapening of printing costs to publishers, according to the inventor, who also emphasizes the economic value attaching to timber utilization. The inventor claims that successful operation on his process has occurred on a large scale. The process producing this new printer's ink is already patented in Germany, and American patents are pending.

AIDS HOSPITAL FUND

The *Kansas City Star* last week gave $10,000 to a fund being raised to erect a Jewish Memorial hospital in Kansas City.

Business Offers

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)
1 Time — .40 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS (Cash with Order)
1 Time — .60 per line
4 Times — .55 per line
13 Times — .50 per line
26 Times — .45 per line

ADVERTISING

General Promotion

If You Want More Local Advertising put us to work for you selling our "Worthwhile" Features. Write F. G. Hogan Syndicate, Lemcke Bldg., Indianapolis, Ind., or Kane, Pa.

Increase Your Local Linage with a weekly special page. No cost to publisher. Personal supervision. Let's show you. Interview anytime New York or within 200 miles. C-534, Editor & Publisher.

Classified Advertising successfully built up. Large or small newspapers; 20 years' experience. Frank McCabe, 285 Madison avenue, New York.

ADVERTISING

Supplies

Shading Sheets for Art work and Bend fects. Bourges Service, Inc., 144 Wes St., New York.

BUSINESS OPPORTUNIT

Brokers

Not May Apples But May Bargains. E paper, exclusive growing field North Ca Long established. Adequate plant, good lation, earning dividends. Price and ter sonable. Controlling interest evening exclusive field Ohio. Fine plant, good tion, earning dividends. J. B. Shale, Bldg., New York.

Trade Journal, established, in good con capable of expansion. Gross about Asking price, $17,500 cash. Harris-Dibb 345 Madison Avenue, New York City.

Controlling Interest in afternoon daily grossing about $40,000. Town of about in border Southern state. All equipment C-516, Editor & Publisher.

Representative Wanted

Publishers' Representative Wanted—Daily paper in city of 8,000 population, app recently by Palmer, DeWitt & Palmer of York City at over $150,000, will sell on interest in business to live publishers' sentative for $15,000 cash. Would also sider selling interest to man connected good advertising agency, but do not care to person seeking position as editor or ad ing manager.

Present profits on business will pay o indebtedness on business in short time, in tion to paying reasonable interest on inves Proposition will stand closest investig Paper now carrying more local advertising any other newspaper in state in any ci to 12,000 population. Nearest daily forty away. No real competition within one dred miles. National advertising now $12,000 per year. Should be increased to 000 to $25,000 within next year or eig months.

We believe this is unusual opportunity good publishers' representative, and you too, if you investigate. Deal must be pleted by June 15th at very latest. C-560, care Editor & Publisher.

Service

To Out of Town Concerns. You can secu the advantages of a New York address, in ing the services of established, fully furn and equipped offices, where your interests quiries, callers, literature, mail, or sa will be intelligently and properly handled a nominal annual charge. Address (by only) Suite 1004, at 1841 Broadway (Colu Circle), New York City.

CIRCULATION

Promotion

Circulation—When quick, additional circu coverage becomes necessary, remember tha twenty years in this one line of endeav your proof against experimenting. Writ wire Pacific Coast Circulation Service, Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 tre ave., Reading, Penn. Originators of S manship Club Campaigns.

Mr. Publisher—Large, small, Daily or Wee let us build your circulation by experi Circulation Builders. Carolina Contest Durham, N. C.

Superior Circulation Builders—The W. S. dall Company, 104 North Bailey Ave., I ville, Kentucky. The circulation-buildin ganization that has set the standard for ag sive, successful circulation campaigns for n twenty years.

The World's Largest Circulation Building ganization—The only circulation-building ice in Newspaperdom furnishing publi affidavits of the exact results of its campaign. The Charles Partlowe Com Occidental Building, Indianapolis.

Wire Our Pottery Direct for supplies to a dish offer. Results—Low cost. The Alb China Co., Carrollton, Ohio.

15,000 New Subscribers on New York news in 7 weeks. New plan of campaign des and operated by former publisher with lishers' interests in view. Hudson Del Co., 1420 Bryant Park Bldg., New York.

EDITORIAL

Syndicate Features

The Ephrata (Pa.) Reporter is the new this week. For samples of a live, up-to service, write the Graphic Syndicate, 25 Hall Place, New York.

Supplies and Equipment

Stereotype Room Efficiency

Means quick production of good plates and the elimination of recasts as far as possible.

Moulding Blankets

Hard and Soft Cork Blankets
Heavy Wool Moulders
Light Wool Moulders
Thin Wool Moulders
(All Sizes)

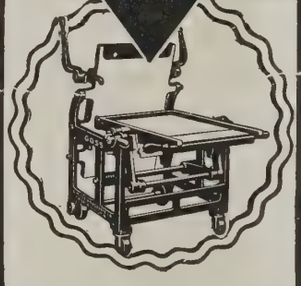
Space Packing Felt
4 Thicknesses—No. 25, No. 35, No. 40, No. 50

Easy to tear, quick to place

New England Newspaper Supply Company
Worcester, Mass., U. S. A.
Cable Address NENSCO
Worcester, Mass.

GOSS STEREOTYPING MACHINERY

Carried in Stock



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Rebuilt GOSS & HOE PRESS BARGAINS

ALL TYPES
SEND for LIST

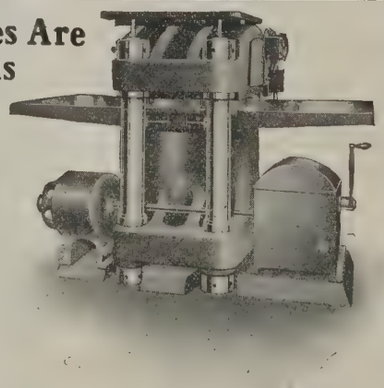
THE GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON

Drive and Control for Newspaper Presses

A representative installation on a Hoe Press is that of a 60-h.p., a-c. drive for the Great Falls, Mont., Tribune.

GENERAL ELECTRIC

When New Machines Are Designed Hoe Builds The Best



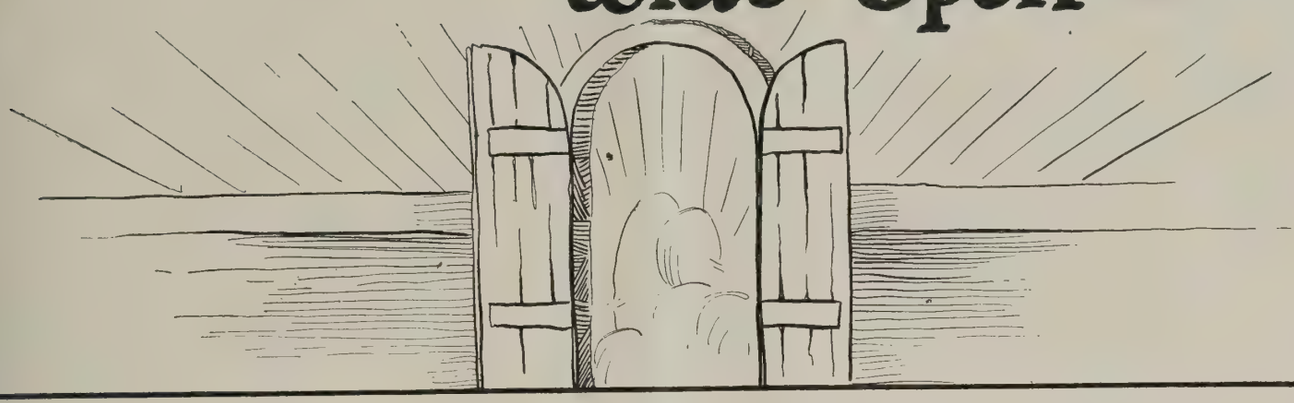
DIRECT-Pressure Matrix Moulding has been perfected in The New Hoe Hydraulic Matrix Moulding Press. To appreciate its superiority, you should see it in operation at the first opportunity.

Write for full information of this latest and greatest development in stereotyping to

R. HOE & CO., INC., 504-520 Grand Street, New York City

7 South Dearborn Street, CHICAGO, ILL. — Pere Marquette Bldg., NEW ORLEANS, LA. — 7 Water Street, BOSTON, MASS.

The South's Doors are wide Open—



The South is still the land of opportunity for the national advertiser. Its doors are wide open for national advertisers to come in and conquer its new buying power. Industries continue to prosper and agriculture is making scientific strides. With greater diversification of crops which eliminates speculative possibilities on the outcome of cotton — with the development of live stock industry which is increasing the revenues of the farmers, the South is fast becoming one of the richest markets in the country.

A campaign in the daily newspapers listed below means reaching this new buying power—the New South that has awakened and is showing the way to greater prosperity not only for its own section but for the entire United States.

		Circulation	2,500 Lines	10,000 Lines
ALABAMA				
†Birmingham Age-Herald	(M)	40,205	.09	.09
†Birmingham Age-Herald	(S)	51,178	.11	.11
**Mobile News-Item	(E)	12,479	.05	.05
**Mobile Register	(M)	21,713	.08	.08
**Mobile Register	(S)	32,951	.10	.10
FLORIDA				
†Daytona Beach News	(ES)	9,083	.065	.065
*Florida Times-Union (M) 50,640	(S)	63,430	.12(S.15)	.12(S.15)
**Lakeland Ledger	(E)	5,531	.03	.03
†Miami Herald	(M)	44,668	.11	.11
†Miami Herald	(S)	48,751	.12	.12
**Orlando Reporter-Star	(E)	9,072	.06	.06
*Orlando Sentinel	(M&S)	10,105	.06	.06
*Pensacola News and Journal	(E&M)	9,389	.07	.07
†††St. Augustine Record	(E&S)	3,382	.04	.04
*St. Petersburg Independent	(E)	12,874	.065	.065
*Tampa Times	(E)	27,813	.08	.08
*Tampa Tribune (M) 41,400	(S)	53,248	.10(.14S)	.10(.14S)
*West Palm Beach Post	(M)	12,081	.07	.07
GEORGIA				
*Augusta Herald	(E)	14,190	.05	.05
*Augusta Herald	(S)	14,797	.05	.05
†Macon Telegraph	(M)	25,011	.08	.08
†Macon Telegraph	(S)	25,011	.08	.08
**Savannah Morning News (M), 21,405.	(S)	22,040	.06(.07S)	.06(.07S)
KENTUCKY				
*The Lexington Leader	(E)	19,739	.07	.07
*The Lexington Leader	(S)	19,772	.07	.07
†Paducah Sun	(E)	9,695	.04	.04

		Circulation	2,500 Lines	10,000 Lines
NORTH CAROLINA				
*Greensboro Daily News	(M)	30,066	.08	.07
*Greensboro Daily News	(S)	33,311	.09	.08
*Salisbury Post	(E)	7,718	.04	.04
SOUTH CAROLINA				
**Columbia State	(M)	22,627	.07	.07
**Columbia State	(S)	24,281	.07	.07
*Greenville News	(M)	24,124	.08	.08
*Spartanburg Journal	(E)	4,471	.05	.05
*Spartanburg Herald (M) 6,943	(S)	9,048		
TENNESSEE				
**Chattanooga Times	(M)	31,107	.10	.10
**Chattanooga Times	(S)	30,573	.10	.10
†Memphis Commercial Appeal	(M)	103,168	.18	.18
†Memphis Commercial Appeal	(S)	136,115	.25	.25
*Nashville Banner	(E)	59,574	.11	.11
*Nashville Banner	(S)	59,843	.12	.12
VIRGINIA				
*Danville Register and Bee	(M&E)	15,660	.06	.06
*Danville Bee and Register	(E&S)	20,919	.07	.07
**Newport News Times-Herald	(E)	7,853	.05	.05
**Newport News Daily Press	(S&M)	5,332		
*Roanoke Times & World News	(M&E)	27,321	.08	.08
*Roanoke Times	(S)	16,912	.07	.07
*Staunton News-Leader (M), Leader	(E)	7,064	.035	.035

* A. B. C. Statement, March 31, 1927.
** A. B. C. Statement, October 1, 1926.
† Government Statement, March 31, 1927.
†† Government Statement, October 1, 1926.
††† Government Statement, March 31, 1926.

BACK in the days when Radio was still a squealing infant, certain editors saw its news possibilities. They set out to capture the interest of the alert group of readers which was one day to support one of America's greatest industries.





Naturally they turned to the Consolidated Press for "something different"..... and Robert Mack began his daily telegraphic dispatch on Radio.





NOW the infant has grown to a lusty giant. His followers in every walk of life are the concern of financier, factory-owner and merchant.

Robert Mack is still supreme in his field, and the papers which publish his daily telegraphic dispatch count Radio's new friends as their own.

The Robert Mack dispatch is merchandisable. It represents not only **readers** but **buyers:**—responsive "mass" of Radio fans and the discriminating "class" with purchasing power. They *read the best* and *buy the best.*

C. P. A. dispatches can be merchandised because they "go where money is."

The Consolidated Presss Association

THIS ISSUE: FRIGIDAIRE DOMINANCE BUILT BY DAILIES

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1927

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

MEMBER A.B.C. MEMBER A.B.P.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 51 NEW YORK, MAY 14, 1927 By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign 10c Per Copy

JOURNALISM LIBRARY
Not to be taken from this room

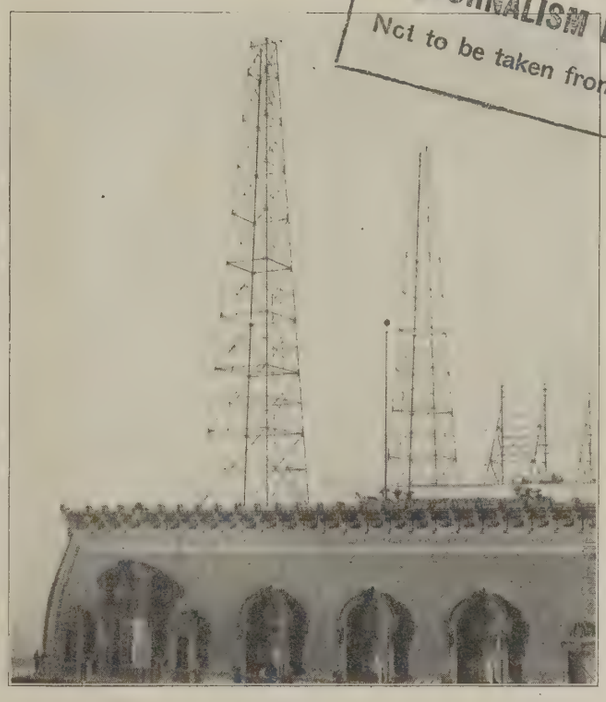
All-Day Broadcasting—Finer Programs
Leadership in National Radio Advertising

THE CHICAGO DAILY NEWS has taken over the complete management of station WQJ, owned by the Calumet Baking Powder Company, and now operates this station in conjunction with The Daily News station WMAQ, with exclusive 24-hour rights to the wave length 447.5 meters.

The operation of two of America's foremost stations with a unified all-day program is welcomed by Chicago people and the radio public generally as another great advance typical of the five-year record of The Daily News in promoting the interests of radio.

WMAQ, the first newspaper-owned radio station in Chicago, equipped now with its *third* sending apparatus, has earned a reputation for fine programs that will be richly enhanced by the added facilities of station WQJ. The two stations are members of the chain of the National Broadcasting Company. The program schedule throughout will be one of highest quality and interest.

By advancing every interest of radio, on the air and in its columns, The Daily News has attained a popularity with Chicago fans reflected in its leadership six days a week in national radio advertising—it is the most effective daily medium for radio manufacturers and dealers in reaching the Chicago public.



Arrangements to participate in the broadcasting schedule of The Chicago Daily News may be made by addressing Director, WMAQ, The Chicago Daily News, 15 North Wells St., Chicago, Ill.

THE CHICAGO DAILY NEWS

Member of The 100,000 Group of American Cities

Advertising Representatives:	NEW YORK J. B. Woodward 110 E. 42d St.	CHICAGO Woodward & Kelly 360 N. Michigan Ave.	DETROIT Woodward & Kelly Fine Arts Building	SAN FRANCISCO C. Geo. Krogness 253 First National Bank Bldg.

*Average Daily Net Paid Circulation for April, 1927—442,577



Within 50 Miles of City Hall, New York

—The New York Times has a greater number of high quality readers than any newspaper, morning or evening.

—The New York Times made a greater gain in high quality readers in the past year than any newspaper, morning or evening.

In April, 1927, the average net paid sale (daily edition only) of The New York Times was 377,899 copies, a gain of 21,476 copies over April, 1926.

Of this gain 93 per cent. was in city and suburbs.

In April, 1927, the average net paid sale of the Sunday edition was 651,354 copies, a gain over April, 1926, of 46,670 copies.

Of this gain 82 per cent. was in city and suburbs.

The key to the market for advertised goods in New York is

The New York Times.

For April—the

Sunpapers Baltimore

(Morning--Evening--Sunday)

Carried

65% of the total advertising lineage published in Baltimore

The Circulation of The Sunpapers

Daily (M. & E.) **252,760**

Sunday **198,302**

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

C. GEORGE KROGNESS
First National Bank Bldg.,
San Francisco

Everything in Baltimore Revolves Around

THE SUN

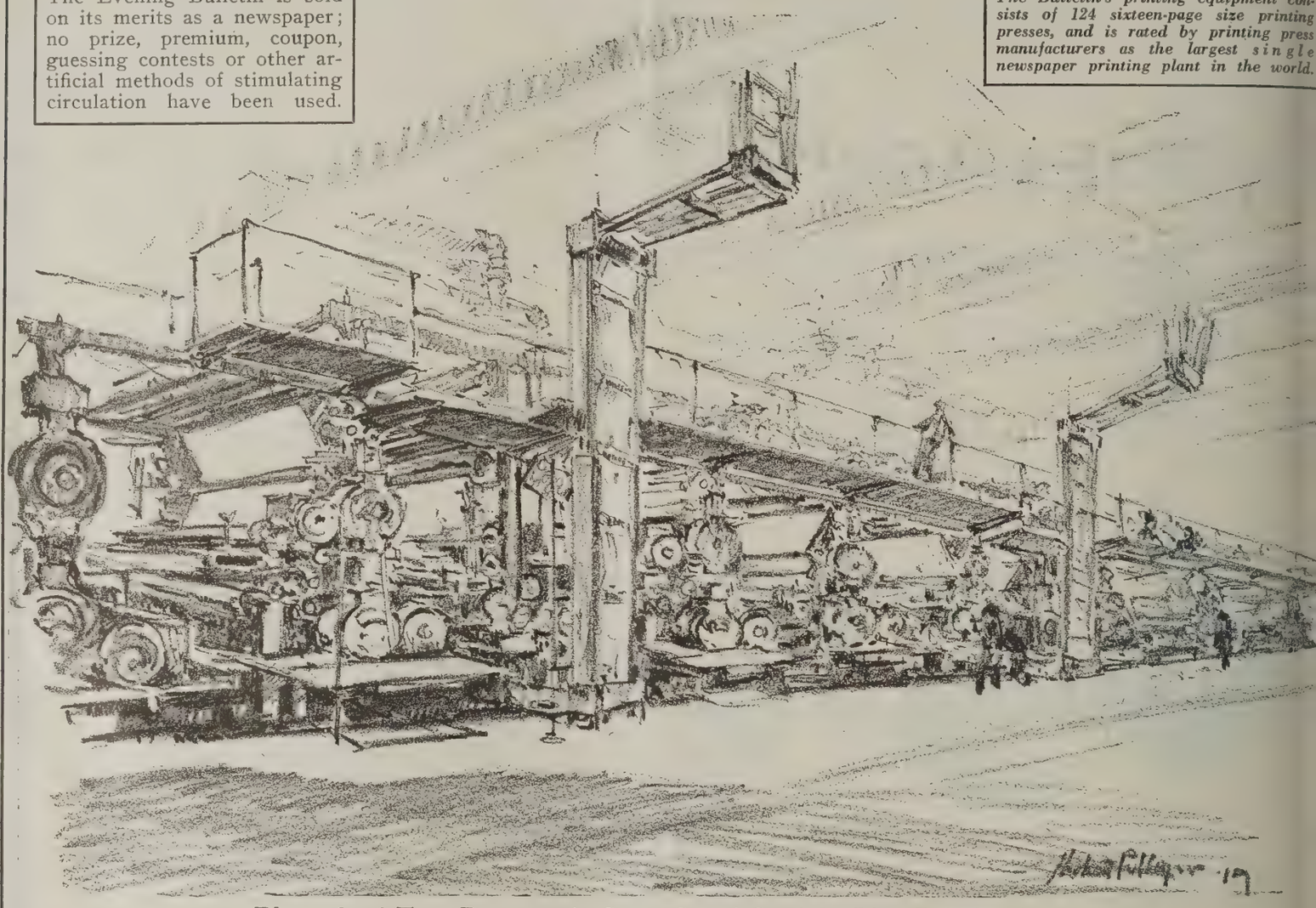
MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"

Again, Another Giant Printing Press Installed in The Philadelphia Bulletin Press-Rooms to Keep Pace with Circulation Growth

The Evening Bulletin is sold on its merits as a newspaper; no prize, premium, coupon, guessing contests or other artificial methods of stimulating circulation have been used.

The Bulletin's printing equipment consists of 124 sixteen-page size printing presses, and is rated by printing press manufacturers as the largest single newspaper printing plant in the world.



Eleventh of THE BULLETIN'S *Super-Speed Straight Line Printing Presses*

The above illustration shows the latest printing press installed by The Bulletin. Like its mate, which was put into operation on March 10th, it embodies all the latest principles in mechanical design and efficiency. The new idea in printing presses is to align all the separate printing units in a row, instead of the old practice of superimposing them in upper deck form. The paper, in the new machines, runs through in a straight line, receiving the printed impression from revolving printing cylinders and hastening to the folders, is cut, folded and ejected in separate copies of The Bulletin.

Dominate Philadelphia

3,005,090 people live in Philadelphia's Retail Trading Area. U. S. Census figures average 4.5 persons to a family. Dividing the population in this area (America's Third Largest Markets) by the size of the average family, the result shows that The Bulletin goes daily into "nearly every home."

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Average paid circulation for the month of April

557,090 copies a day

Circulation for January, 1927, was 543,973; February, 559,450; March, 560,832; and April, 557,090

New York.....247 Park Avenue (Park Lexington Building)
Chicago.....Verree & Conklin, Inc., 28 East Jackson Blvd.
Detroit.....C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Blvd.
San Francisco...Thomas L. Emory, Verree & Conklin, Inc., 681 Market St.

The circulation of The Bulletin is the largest in Philadelphia and one of the largest in the United States.

MEMBER OF ASSOCIATED PRESS

(Copyright 1927, Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephones, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations. Member Associated Business Papers, Inc.

Vol. 59 | NEW YORK, MAY 14, 1927 | No. 51

Frigidaire President Tells How Newspapers Built Sales Dominant For His Product

Biechler Accredits Tremendous Growth of General Motors Subsidiary to Advertising in Dailies—More Than 2,000 on 1927 List—$1,000,000 1926 Budget

By C. T. MUTCHNER,
of Geyer Advertising Agency, Dayton

HOW newspaper advertising, coupled with a good product, has enabled a ity young organization to dominate a ional industry within a comparatively v months, has been revealed by E. G. chler, president and general manager Frigidaire Corporation, subsidiary of neral Motors.

'Four out of every five electric refrig- tors now being installed are Frigid- es, it has been estimated by General tors," said Mr. Biechler. "We attrib- our present supremacy in this vast, idly developing field to the fact that have not only made a good product, have also told the public about it.

'Today, Frigidaire, one of the young- members of the General Motors up, ranks second in unit sales and d in annual sales volume. Before started systematic newspaper adver- ng, less than two years ago, it had en us six years to sell 90,000 Frigid- es. That number now represents less n three months' business for us.

'We began extensive use of newspaper ce late in 1925, using approximately 00 daily papers to carry our gospel better refrigeration and freedom from oyance of outside ice supply to the sewives of America. The next year, ile this advertising was appearing, our iness doubled.

The following year we inaugurated second newspaper advertising cam- gn, adding additional papers to our . Results of this second newspaper paign, which blankets the entire ntry, now appearing, backed by the rts of a splendid sales organization, e been simply overwhelming.

'How rapidly the American housewife grown to prefer Frigidaire is shown comparison of our total unit sales of 84 for the entire year of 1924, with 556 for the month of March alone, this r. It is certain that such a phenom- l growth could not have been possible hout the direct help of newspaper ad- tising."

Nearly $1,000,000 was invested in igidaire newspaper advertising in 1926 l a much larger sum is being expended this field in 1927. Space being used s from 112 lines to full pages.

'Contrary to the belief of some peo- , Frigidaire has not been established sheer force of advertising, through at sums of money expended without ard to anticipated sales," said Mr. chler. "The advertising has grown volume in very direct proportion to increase in business.

'Three years ago, this electric refrig- tor was being manufactured at the e of 2,000 a month, and the annual ad- tising appropriation ran about $200,- 0. Our peak production is now in the ghborhood of 50,000 a month and our al advertising expenditures for 1927 l be somewhat less than $5,000,000.

'Our advertising appropriation is based n a certain percentage of total antici- ed sales. We hold well under this ure early in the year to be absolutely certain that we will not exceed this percentage at the end of the period."

A brief review of what has been accomplished by newspaper advertising for Frigidaire gives a good idea as to how potent this advertising has actually been. Frigidaire made its debut in the newspapers of the United States in October, 1925, when the business was first placed upon a mass production basis. In a few months "Frigidaire" became a nationally known trade name. Soon it was apparent that it was fast becoming a generic term. The name "Frigidaire" was being applied to any and all kinds of electric refrigerators. Newspaper space was used widely to counteract this idea. Copy appeared, saying: "No Other Electric Refrigerator Is a Frigidaire," "Frigidaire Is Made Only by General Motors," and "The Name Means Everything."

At this time the two factories were operating in double shifts, producing 25,000 units a month and were far behind with deliveries. Business was being lost through inability to make deliveries. Nevertheless, the newspaper campaign was continued without any diminution of space.

Then, later in the year, as the delivery situation was easing up, there came a price cut affecting the entire line. It was unexpected and drastic. No one in the field organization knew of it, or even expected it, until the day before the newspaper advertising announcing it appeared.

"Only daily papers could be used for such a surprise maneuver in a national sales campaign," said Mr. Biechler.

Closely following the 1926 price reduction, copy of a more descriptive nature was placed in the daily papers. It took up, point by point, various sales arguments, including price, quality, capacity, etc., culminating in the "Seven Points of Superiority" advertisement.

At the same time Frigidaire first gave utterance to its statement: "There Are More Frigidaires in Use Than All Other Makes of Electric Refrigerators Combined."

With double shifts of workmen in both plants, working as closely together as they could be placed, it was plain, early in 1926, that more factory space must be supplied, if the business was to progress with the speed it gave evidence of possessing.

General Motors promptly made available $20,000,000 for this expansion program. In 140 days, many of which were inclement, an army of workmen representing many crafts, completed one plant, nearly a mile long, including what is said to be the largest one-story factory building in the world. In addition, much new machinery was placed in another plant which the organization operates.

Five miles of conveyor belts, the largest porcelain enameling plant in the world, and numerous other engineering achievements were embodied in this stupendous expansion program, which was finished and ready on Jan. 1, 1927, without interrupting production!

Alfred P. Sloan, Jr., president of General Motors, after a trip through the two plants and attending a convention of 2,500 picked dealers and salesmen at Dayton, said:

"At the rate business is growing I should not be surprised if General Motors in another two or three years had $100,000,000 invested in the electric refrigeration industry.

"I attribute this growth to the fact that the management has practiced the same policies of aggressive engineering and research work that we have followed in our motor car divisions. Some idea of what has been accomplished in this direction may be visualized by comparing our present lowest priced unit, which sells for $195 and the price of $750, which represented the cheapest unit manufactured five years ago."

In October, 1926, just a year from the time newspaper advertising and mass production was started, General Motors announced formation of Frigidaire Corporation. Previously its electric refrigerator had been made and marketed by the Delco-Light Company, a General Motors subsidiary, which also manufactured individual electric light plants and pumps. But the name Frigidaire had become so well known that it was deemed desirable to take advantage of the good will built up for it, by creation of a new subsidiary of that name to market it. And a few months later, Frigidaire, Ltd., was created to handle the business overseas.

On May 1, 1927, both Frigidaire plants, covering 53 acres of floor space, were at capacity production, turning out 2,000 units a day—four a minute!

Electric water coolers have been added to the line. A new model, selling at a new low price, has been placed on the market. More land has been purchased near one of the plants, and everything placed in readiness for another factory expansion program.

Meanwhile Frigidaire newspaper advertising appears weekly in more than 2,000 daily papers, and Frigidaire sales comprise four-fifths the total volume for the industry.

And that is what has been accomplished in less than two years since Frigidaire began using newspaper space.

This plan makes it possible to keep Frigidaire advertising always fresh and in step with the fast moving organization that is selling it and at the same time renders it readily adaptable to all sorts of local conditions, one of the strong points in favor of newspaper advertising.

Until 1927 Frigidaire newspaper advertising dealt principally with household refrigeration. This year, on account of the excellent results obtained for the household division, a considerable amount of newspaper space is being used in advancing Frigidaire in the commercial field. It has been found that newspapers offer a very satisfactory way of reaching grocers, butchers, florists and other dealers handling perishable goods with the story of the economy, convenience and satisfaction afforded by Frigidaire in commercial applications.

"We attribute our present supremacy in this vast, rapidly developing field to the fact that we have not only made a good product, but have also told the public about it."

* * *

"We began extensive use of newspaper space late in 1925, using approximately 2,000 daily papers. The next year, while this advertising was appearing, our business doubled."



E. G. Biechler

EDITORS ANALYZE SELLING ELEMENTS OF SNYDER-GRAY MURDER STORY

Sex, the "Bourgeoise Influence," Tragic Pity, and Confrontation in Court Cited as Among Causes Making Case a Circulation Booster—How Extras Were Issued on Verdict

By PHILIP SCHUYLER

A LONG list of reasons were at the tongue tips of New York editors this week why the Snyder-Gray story sold newspapers at a record rate during the past few weeks, ending with top figures particularly for the dailies which issued extras on the verdict the evening of May 9.

Topping the list of a tabloid city editor, who is hardboiled but modest when it comes to personal publicity, was sex. He characterized the story as "a tragedy of married life," and pointed out that it sold papers because most "newspaper readers are married or hope to be; are committing adultery, or hope to."

Other editors who analyzed the story for EDITOR & PUBLISHER this week were Arthur Draper, assistant editor of the *New York Herald Tribune;* James W. Barrett, city editor of the *New York World;* and Ralph Renaud, managing editor of the *New York Evening Post.* A dissenting note came from a cynical writer who had covered the case from the beginning. Arthur Mefford, noted tabloid reporter, now with the *New York Daily News,* declared in his opinion the story was vastly over-played by all New York papers. It was kept alive in the beginning, he said, by fake statements by defense attorneys, and throughout was "a tangled mass of repetition."

Most editors agreed that the public benefited by the story, as it was played in the press.

Mr. Barrett pointed out that while the Snyder-Gray case was a great newspaper story for the metropolitan press it was not especially a big story in other cities.

"In Newburgh, for example," he said, "the trial of Lucy Baxter Early ran simultaneously with the Snyder-Gray story. The Newburgh papers gave about two pages to Mrs. Early's troubles and less than a column to Snyder-Gray.

"Snyder-Gray was a great story because it was a great tragic drama, not without its ludicrous touches, typifying and projecting as it were onto a screen the modern metropolitan psychology. It captivated the metropolitan reader with practically unparalleled strength, principally because every man saw a picture of himself in Henry Judd Gray and every woman saw a picture of herself in Ruth Brown Snyder.

"Of course some of us deny it, but nevertheless it is a fact that we are all potentially, if not actually, Grays and Snyders. The difference is one of degree. Gray and Mrs. Snyder carried an ordinary situation to the extreme degree and translated it into tragedy and this tragedy becomes a truly great drama, ending in the purgation and possible purification not of the actor, but of the spectator."

Mr. Renaud, of the Evening Post, put the story in a class with the Hall-Mills case as a paper-seller, admitting that it lacked the aristocratic background, usually considered so necessary, and the all-important element of mystery.

"The fact that the chief characters in the story were of the bourgeoisie was one of the important reasons why the case sold papers," he said. It was understandable to more people.

"It was one of the ancient Greek masters, I believe, who said that pity and terror were the chief elements of drama. Certainly the Snyder-Gray case had these.

"The woman in this story was of particular interest. In all my experience as a newspaper man I have never known a woman who had as complete a criminal development as Mrs. Snyder. She was intensely fascinating as a criminological study. The fact that the public generally did not appear to be in sympathy with her made the story even better.

"What made the case particularly dramatic was that it contained the supreme element of confrontation in court. This is common enough in Continental countries, but is missing in most of our trials."

It was Mr. Draper's opinion that part of the reason for the great public interest in the Snyder-Gray trial was the fact that the defendants were average, normal suburbanites, and that nothing in the history of either the man or the woman could lead one to expect either of them to commit such a cruel and ghastly murder. He agreed with Mr. Renaud that the fact that the sentiment of the public seemed to be definitely against the woman was in itself a matter of much news interest.

"There can be small criticism of the publication of crime news," said Mr. Draper. "If there is to be any attack on the press, it should be based not on the number of columns or words devoted to the reporting of crime news, but on the way this crime news is handled. The Herald Tribune treated the story on what it regarded as its relative news value. It is quite possible that under different circumstances it might have given it more, or even much less space."

In several offices it was remarked that while the Herald Tribune and Times usually gave the story a one-column head on page one, both papers gave it eight column streamers with full testimony on the inside pages.

While editors and writers thus advanced their theories as to why the story sold papers, the circulation men were content to view with satisfaction the ascending curves on their day-by-day sales charts.

The evening papers got a fairly good break for extras, catching the theatre crowds on Broadway with their "boot-jacks." Most of the evening papers had dummy set-ups ready with "Guilty!" in the headlines. The *New York Evening Telegram* was so certain of the verdict that it had three presses dressed with stories written telling that the defendants were found guilty of murder in the first degree.

Tom Dowling, the circulation director, said the flash came into the Telegram office at 6:59 and that they were on the street with papers at 7:01. At 7:30 a new edition was coming off the press with a make-over telling details of Mrs. Snyder's collapse in the courtroom. The Telegram, according to Dowling, sent all its "boot-jackers" to Queens with the first bundles of the extra and, being first outside the court room and nearby, sold more than 3,000 over there alone.

The race with the other evening papers appeared to be to the Times Square district, to sell to the show-going crowds. It would require a brave man to stand up and judge what paper was in the district first. Extras were issued by the *Graphic, Journal, Evening World,* Evening Post, and *Sun.* The circulation men of the morning papers, helped by the Nungesser story, couldn't kick. In both cases it was hard to disentangle the Paris-New York attempt and the Snyder story in the bid for reader interest and the concomitant big sales.

Arthur Lister, co-author of the play "Spread Eagle", now running on Broadway, and city editor of the *Brooklyn Daily Times,* believes his paper set some records in handling the verdict. He said that one minute after the verdict was returned the Times was on the street with an extra, and a minute later a staff man announced it over radio station WBBC. The Times, according to Lister, caused considerable comment in Brooklyn by printing practically the full question and answer testimony up to press time during the trial, running as much as 20 columns a day.

This complete testimony was carried by several of the New York morning papers, but none of the other evening papers attempted to carry it on such a scale.

(*Continued on page* 49)

DINNER FOR ELLIS

Theodore T. Ellis, president of the New England Newspaper Supply Company, Worcester, Mass., and previously owner of the *Worcester Telegram,* was guest of honor at a dinner given by R. Hoe & Co., Ltd., at the Holborn Restaurant, London, England, on Friday evening, April 29, and attended by chiefs of machine rooms of leading English and Irish newspapers.

AD COMMISSION VOTES RESEARCH PROGRAM

Would Raise $50,000 to Finance "Educational Foundation," According to Proposals Passed at Baltimore Meet

A program of advertising research and education was adopted by the Advertising Commission of the International Advertising Association meeting in Baltimore this week. The action was characterized by C. K. Woodbridge, I. A. A. president, as "the greatest forward step taken by organized advertising in 23 years."

As proposed by Ezra W. Clark, of Buchanan, Mich., who represents the National Industrial Advertisers Association on the Commission, and enlarged upon by Walter A. Strong, publisher of the *Chicago Daily News,* the immediate program provides for the raising of $50,000 for advertising education and research during the year following the Denver convention, approximately half of which is to be used for research fellowships in leading universities.

In its larger aspects, the Clark-Strong proposals recommend the co-ordination of educational activities of all association members of the I. A. A., and the establishment as soon as possible of a National Advertising Foundation, with the united support of all advertising interests and with funds to carry on extensive research work and educational work.

In addition to the suggested $50,000 fund two other "preliminary steps" are set down as "leading to the ultimate accomplishments of this larger purpose." They are the appointment at Denver of a joint "committee representing advertising organizations and teachers of advertising which will function as a correlating body and will also recommend plans for future educational work and research," and the "selection of an educational director in the I. A. A. who will have such training and attainments as will make him a successful leader in advertising education and research."

Mr. Strong in his report recommended that the Educational Research Foundation of the I. A. A., if and when it is created, disseminate official findings on the value of advertising to the individual, the business enterprise, the community, the city, the state, the nation and international relations.

The two reports will be presented to the executive committee of the I. A. A., as the recommended program of activity for the association beginning with the new fiscal year following the Denver convention next month.

The committee headed by Mr. Clark was appointed in January this year at a meeting of the commission held at Columbus. The program as presented and adopted at Baltimore was decided upon at a meeting held in Chicago March 14.

LANSTON REPORTS PROSPERITY

Harvey D. Best was re-elected president of the Lanston Monotype Machine Company at the annual meeting, May 5. J. Thilman Hendrick was re-elected chairman of the board of directors and T. Frank Morgan was elected vice-president. The annual report of Mr. Best showed that for the third successive year net earnings, volume of sales and new customers for both the Monotype and Barrett machines have increased. No money was borrowed during the year. Profits before taxes and depreciation totalled $1,009,362.91.

DELAWARE BARS PRES FROM DIVORCE COURTS

New Law's Teeth Not Suspected Unt May Term When Justices Held Reporters Cannot Hear Proceedings

WILMINGTON, Del., May 12.—Passag of the recent act of the General Assembl of Delaware in closing divorce hearing to the public was met with but mild pr test on the part of the newspapers of th state, owing to the prevalent belief tha newspapermen were not included in th provisions of the bill, which provided tha the cases be heard in chambers by th presiding judges.

That the newspaper men were barre was first decided when the May term o Superior Court convened in Newcast County. The first cases before the cou were uncontested divorce actions and consultation was held between the new paper reporters present and Judges Her bert Rice and Richard S. Rodney. Th provisions of the law were discussed, an following the discussion, the jurists de cided they were left no alternative in th matter. The new law specifies that "a divorce cases shall be heard by the judg in chambers, unless for some good reaso the judges believe the case shall be hear in public."

Commenting upon this Judge Rodne was of the opinion that "as far as I ca see there can be no good reason why an case should be heard in public." Di ferent members of the bar were con sulted regarding their views on the la and opinion was divided among the law yers. Some were of the opinion th newspaper men should be allowed to a tend but a majority were of the opposi view and following the consultation was decided that none but witnesses an principals in divorce cases would be a mitted to the chambers. The judg agreed however that at the close of th hearings the newspapers' representativ would be given an outline of the resu of the judges deliberations.

The law repeals one passed sever years ago which made public hearing mandatory after taking the power grant divorces from the state legislatu it was inspired by a recent case in Susse County, where salacious testimony wa voluminous in the action in which prominent Seaford resident named a ph sician as co-respondent. In this actio two children and girl 12 and a boy years old, were put on the stand testify against their mother and rela the alleged meetings between her and th physician. The case aroused much con ment and the courtroom was packed hear the details.

SHERIFF SUES EDITOR

Editorial in South Carolina Weekl Brings Criminal Libel Charge

Charged with criminal libel in publish ing alleged false statements about O. Limehouse, sheriff of Dorchester count and other persons connected with th sheriff's office, W. B. Tarkington, edito of the *St. George* (S. C.) *Dorchest Eagle,* a weekly, has been released o bail of $1,000. The warrant was swor out by the sheriff, who states that h would bring a civil suit, asking damag of $50,000 against the persons responsib for the charges printed in the newspape

The editorial upon which the warra was based, charged that a still found i a remote section of the county by tw deputy sheriffs was put in the coun jail, and that several weeks later th still was loaded on a wagon and haule to parts unknown. The editorial calle on the sheriff to tell where the still ha been taken.

GREATER MINNESOTA WEEK

"A Greater Minnesota Week," a driv launched by the Minnesota Editorial A sociation at the suggestion of J. V Weber, president, to "sell Minnesota t Minnesotans and the world," will be ob served during the week of May 22 to 2

ASKS HIGHER STANDARDS FOR NEWSPAPER MEN

Better Trained, Better Informed Press Workers Needed, Tom Wallace Tells Journalism Week Gathering—"Canned" Material Stripping Newspapers of Individuality

By TOM WALLACE
Chief of the Editorial Staff, Louisville Times

Address of Tom Wallace, chief of the editorial staff of the Louisville Times, before the students of the School of Journalism of the University of Missouri and the Missouri Press Association, May 11.

HENRY WATTERSON used to say America needed more journalists, fewer newspaper men.

Here, at the eldest of American schools of journalism, the making of journalists is undertaken rightly. Certain finishing processes are left, necessarily, to the end of regular daily work, and to the mills of the gods. But I am not talking a bread and butter speech, as a guest of Dean Williams, when I say that the American press will be more efficient, more at ease, more respected when every newspaper man or woman goes through a school of journalism.

Anyone who takes a reasonable pride in the calling; anyone who has righteous consideration for newspaper readers, often affronted, and for the English language, often mutilated, in newspaper columns, must agree that those who write for newspapers should be more thoroughly educated than many writers are. It no matter what the academic training of the candidate for participancy in the immensely important work of making the daily newspaper, he should devote himself to courses of instruction designed to fit him especially for a calling which requires more of a man than that he be able to write good English. Assuredly the man who begins with sufficient education may, by self-education, or by other means, overcome his handicap, but there are several reasons why it is unlikely that he will do so.

Too often, men ill trained, culturally and technically, in newspaperdom, fill important positions in similar circumstances, with similar results.

It is appalling to ponder the power for evil that rests in the high officer of the press who is commissioned without due cultural training and, still worse, without proper moral fiber.

As long as avenues of approach are so numerous, terms of admission too easy, the culturally and morally unfit will commission the culturally and morally unfit. Hence the need of more training, and more than mere training, for betterment of newspapers and increase of their usefulness.

Writing often is a gift. An ignorant individual may write a successful play. It is done often. An ill-trained, ill-balanced, ill-informed man or woman may write good fiction, even poetry, for that we call genius transcends training. Writing is by no means all of journalism, but if we admit that the rare journalist endowed with qualifications which make training unnecessary for him the fact remains that in a group of 100 or 1,000 newspaper workers average efficiency will be much lower as long as special training is not required, and while not even a standard of academic education be required, than it would be if it were necessary to be first well educated, and then especially trained.

And we should have a code of ethics, a method of disbarment, that the shady individual be excluded from newspaperdom.

It is almost as important that crooked reporters be disbarred—by some method more effective than that by which crooked lawyers are, in theory, weeded from the bar—as that crooked editors be excluded from the practice of their profession.

But, returning, from dreaming of the future, to dealing with the present, the reporter today who is animated by right ideals, and attached to the staff of a great newspaper, which means a clean one as well as a live one, and at large is a student of this kaleidoscopic, romantic, fantastic, dramatic, fascinating world should envy no man his calling.

His sorrow should be that men rarely live to be 150 years old, and often die much younger.

Too much is said of the hardships of the grind, of ill-paid service.

The pay is not as bad as pessimists would have their sympathizers believe, and it is improving.

Mediocrity and ill luck—in any calling—receive meager returns, but there are



Tom Wallace

many opportunities for rewards in newspaperdom, and not all of them are found in great centers of population.

Go to a metropolis for eminence as a writer of news. International journalism makes a De Blowitz or a Sir Phillip Gibbs. New York and London newspapers send to distant parts of the world reporters of great, if often brief, journalistic prominence; men whose names appear on distant horizons where stirring events are in progress; picked men of the managing editor's far-flung battle line; heroes of enviable antipodal adventures.

But they are not the money-makers of the calling. At middle age, often, they are writing reminiscences, or contributing heavy articles to dull magazines, or trying an unaccustomed hand at novel writing.

The man who casts his lot with a small, but growing city, and aims at ownership is the man of substantial opportunities. But there are so many attractions in so many kinds of newspaper work, in so many places, that it should be as difficult for a well-balanced, duly appreciative beginner to make up his mind where to settle down, if at all, as it was for Sentimental Tommy to decide upon the right word.

I sometimes envy a friend of mine who presides over the politics, the religious activities, the bootlegging, the births and deaths, the fights and friendships, of a charming community in Southern Kentucky, living in a century-old colonial-type mansion, and writing his editorials once a week.

There are bass in the little river in his neighborhood, and birds in neighborhood covers. He does not envy the boys who went to New York and became star reporters, or editors, or the boys who went to Florida and became millionaires.

The two great intangible assets of a newspaper should be integrity and individuality. A newspaper should be known at home for strict uprightness, and known, more widely than it circulates, for its peculiar tang.

Brilliancy?

Rare, desirable, but not one of the fundamental necessities.

The *New York Times* is today America's greatest newspaper. If it ever tried to be brilliant it never made the world aware of the effort. But it has individuality as the pre-eminent newsgetter of America, perhaps of the world.

It is an inspiring example of clean, high-headed, high-hatted journalism. Its reputation exceeds even its great circulation. Its profits exceed belief.

The *New York Sun* in the days of Dana, and of Laffan, was brilliant, but at the height of its vogue it did not influence, or upbuild, its community as did the *Kansas City Star* and *Times* under Nelson whose slogan was: "A newspaper should do things, not merely say things."

Joseph Pulitzer, America's greatest journalist, was not brilliant as a writer. The history of his achievement as builder of the *New York World* is not linked with any outstanding brilliant writer.

He hired and fired without regard to money in the first place or men in the second place, striving to buy brilliancy for his editorial columns, without conspicuous success, while his newspaper, under the magic of his genius as a publisher, under the influence of his resolute, uncompromising, fearless honesty, became a valued American institution.

It was after he had created the World that he discovered a broad-shouldered Kansan of rugged exterior—his hair did not take kindly to the guidance of comb and brush—who proved to be his ablest editor.

And Frank I. Cobb was not brilliant in any showy way. Pulitzer trained him in effective irony. But his real equipment was moral fineness with a generous dash of inspiring Middle Westernism which New York never subdued, or modified, and always respected.

I have mentioned integrity and individuality as major assets of the ideal newspaper.

Both are impaired—temporarily, let us hope—by the prominence, and dominance, of syndicates.

Newspapers flooded with writing which is as alien to their soil as the work of Amy Lowell would have been on the range of James Whitcomb Riley, or that of one of the Brook Farm Philosophers in the bailiwick of Booth Tarkington, lose the savor of their soil.

Each section produces its own literature. Each section should be known by its journalism, but that is not the only objection to overdone syndicate distribution of copy. The newspaper which is loaded with canned features, syndicate writers' "interpretation" of national news, syndicated editorial cartoons, syndicated signed articles labeled "editorial," which disregard its editorial views, is inconsistent, incoherent, anything but influential.

The growth of syndicates, the skilled merchandising of their canned goods is taking the daily press—temporarily, I believe—back toward the state of the old-time weekly with patent insides. But there's a difference. The daily press has patent outsides as well. Its front page no less than others is devoted, often, to the highly touted contents of the can.

All of us—or almost all—are guilty. The smart drummers have, in luncheon club phraseology, sold us the idea that the cannery product is essential. It is always ready, requires no preparation, can be served hot or cold.

Expensive? Yes, rather, but necessary to convenience, it is argued. Business is flourishing. It is, proverbially, difficult to make an effective argument against the party in power in a period of prosperity.

No discussion of journalism seems complete without reference to crime news. The public, which has sat as a grand jury in continuous session since the first newspaper was published, indicts the press oftener for publishing crime news than for any other crime.

We're over-doing it, no doubt, making a routine murder on the Atlantic Seaboard first-page news in the Mississippi Valley.

Something seems wrong, to many critics, when an ordinary sex crime calls for a loud speaker in the court room, and as many press seats as are provided for the newspapers of every land and every language at Geneva.

But crime is a part of life and of romance, drama, poetry, music and, inevitably, of news.

Is there not, even in the Snyder-Gray murder case, material which would have served August Strindberg, if not Henrik Ibsen, in the making of a tragedy or one of the great composers in the writing of grand opera?

Taken all in all, journalism has much to boast and little for which to apologize. With all of its faults, it is the most constructive of our institutions. But we need better educated, better trained, better informed men and women on newspaper staffs.

Not otherwise shall we procure better education so surely as through schools of journalism, which time and recognition will improve, plus self-examination, self-criticism, self-condemnation, which time and education should improve.

SEEKING DISSOLUTION OF J. E. SCRIPPS TRUST

Mrs. Grace S. Clark Starts Action Involving Detroit News—Would Place Control with Children

DETROIT, May 10.—A suit to force dissolution of the trusteeship of the James E. Scripps estate, which includes 83½ per cent of the $10,000,000 capital stock of the *Detroit News*, has been filed in Circuit Court here by Mrs. Grace S. Clark, of Pasadena, Cal., daughter of the late founder of the News.

Mr. Scripps created a trust before his death in 1906, leaving control of his three corporations, the Evening News Association, the *Bay City Times* and the James E. Scripps Corporation, a real estate concern, to three trustees. The trust property was to be distributed to his children, grandchildren and great-grandchildren in 1936.

George G. Booth, William E. Scripps and Edgar B. Whitcomb were named trustees, and have had charge of the estate, distributing part of the income from the trust to Mrs. Harriet J. Scripps, widow, and to the children, William E. Scripps, Ellen S. Booth, Anna S. Whitcomb and Grace S. Clark.

The remainder of the income was used for improvements of the Detroit News and other enterprises, as specified in the will.

In 1922 the stock of the News was increased from $50,000 to $10,000,000. Eighty-three and one-half per cent of it went into the trust fund.

The effect of the suit, if won by Mrs. Clark and her husband, would be to take control of the various enterprises from the hands of the trustees and give it direct to the children of James E. Scripps.

The James E. Scripps estate is in no way associated, directly or indirectly, with the Scripps-Howard Newspapers.

HODGES NEW PRESIDENT OF N. Y. AD CLUB

New York Sun Man Named to Succeed Green at Annual Meeting —Three Honorary Members Elected

Gilbert T. Hodges, member of the executive board of the *New York Sun*, was elected president of the New York Advertising Club at the annual meeting held May 10 at the club.

Other officers named are: Lee J. Eastman, president and general manager, Packard Motor Car Company of New York, vice-president; H. R. Swartz, president of R. Hoe & Co., treasurer (re-elected); directors: Charles C. Green, president, Charles C. Green Advertising Agency, and Frederic W. Hume, public relations counsel.



Gilbert T. Hodges

Officers holding over automatically without re-election are: Vice-President: John G. Jones, vice-president of Alexander Hamilton Institute. Directors: H. H. Charles, president, Charles Advertising Service; Colver Gordon, vice-president, Outdoor Advertising Agency of America; Charles E. Murphy, account executive, James F. Newcomb Company; and Grover A. Whalen, general manager, John Wanamaker's.

The retiring officers are as follows: President, Charles C. Green; vice-president, Frank W. Harwood, advertising manager, American Tobacco Company; directors: F. H. Deknatel, treasurer, Bigelow-Hartford Company, and Paul Meyer, publisher, *Theatre Magazine*.

Three honorary members of the Club were elected, all of London, England, as follows: Sir Charles Higham Will Crawford, and Thomas McDougall.

GEORGIA EDITORS SAIL

Leave Savannah for Trip to Boston—To Visit New Hampshire

Members of the Georgia Press Association sailed from Savannah Wednesday on their trip to Boston. About 150 were in the party. They will arrive in Boston Sunday morning and will go immediately by train to Portsmouth, N. H., where they will be entertained by the Portsmouth Chamber of Commerce and New Hampshire publishers. The group will return to Boston Sunday night.

On Monday the visitors will be officially welcomed to the city by Mayor Malcolm B. Nichols and Walter D. Allen, president, Massachusetts Press Association, at a breakfast at the Hotel Statler, following which they will visit Governor Alvan T. Fuller at the State House and be shown points of interest about the city. Monday afternoon the party will be taken by automobile to Quincy as guests of the Massachusetts Press Association and the *Quincy Patriot Ledger*. In the evening a dinner will be tendered by the American Mutual Alliance, at which Robert Lincoln O'Brien, editor of the *Boston Herald*, will speak.

FRENCH PRESS SALARIES LOW—SAUERWEIN

Matin Foreign Editor Tells New York Correspondents Italian Journalists Are Best Protected—Describes Russian Life

Jules Sauerwein, managing editor of the foreign bureau of *Le Matin*, Paris, in New York for a week completing his journey from Paris through Moscow, Peking, Shanghai, Japan and the United States, was entertained at the Lawyers' Club on Thursday by the Association of Foreign Press Correspondents. Leonce Levy, president of the association and New York correspondent of Le Matin, greeted the guest at the luncheon given in his honor, and said he believed that M. Sauerwein had interviewed more celebrities, princes and presidents than any other living journalist.

M. Sauerwein gave a glimpse of journalistic conditions in France. The salaries there, he said, were not as good as in America. "They are very low, they are very poor," he remarked in English, for which he apologised, but for which no apology was needed, for everyone understood him perfectly. (His introduction was given in French). "Most of the French journalists are underpaid. In Italy one finds the best journalistic conditions. Every journalist is entitled to a pension, and if he is with one paper for fifteen years, for example, and changes to another paper, his years on the first paper are added to those on the second for the purposes of the pension."

He related the story of a friend who had lost his job on an Italian paper for political reasons. M. Sauerwein hastened to see him, expecting to commiserate with him in his damaged fortunes. Instead he found him established in a luxurious flat, apparently in the utmost prosperity. The explanation was that he had claimed and received the legal indemnity to which he was entitled, which in his case amounted to 750,000 lire!

Speaking of social conditions in Russia, M. Sauerwein said the people were reverting to a state of mediaeval economics. The purchasing power of money has descended. Superior elegance and prosperity on the part of individuals was not in evidence. It would not be permitted, and it was not communistic. In the theatre, even, one scarcely ever saw a white collar. Everything had to have a communistic flavor—houses, clothes and general appearance.

EDITOR & PUBLISHER CALENDAR

May 16-21—Secretary of the Navy Wilbur Entertains Newspaper Men Aboard Ships for Annual Fleet Maneuvers.
May 16-18—Associated Business Papers, meeting, French Lick, Ind.
May 17—New England Daily Newspaper Association, annual meeting, Copely Plaza Hotel, Boston.
May 19-21—Arkansas Press Assn., annual meeting, Hot Springs, Ark.
May 20-21—Advertising Affiliation, annual convention, Erie, Pa.
May 24—Inland Daily Press Assn., meeting, Chicago.
June 8-9—Mississippi Press Assn., annual meeting, Clarksdale, Miss.
June 8-9—American Newspaper Publishers Assn., mechanical conference, Harrisburg, Pa.
June 10-11—New York State Press Assn., meeting, Long Island, N. Y.
June 10-11—Pennsylvania Newspaper Publishers Assn., meeting, Waynesboro, Pa.
June 12-17—National Editorial Assn., annual convention, Omaha, Neb.

THIS "OILY" BIRD—

Failed to Catch Free Space Worm in Moline Dispatch's Garden

In addition to the Oil Heating Institute, through which oil burner manufacturers who claim to have an invested capital of $40,000,000, are expecting to get free space in the daily press, some individual oil companies are also working the press agent game early hoping to make the public conscious of cold days ahead and of an alleged uncertain coal supply.

One of these "oily" birds is the Williams Oil-O-Matic Heating Corporation of Bloomington, Ill. It is clearing "free" stuff through what it calls the "National Syndicate" of Chicago. But it does not always succeed in capturing the free space worm.

In Moline, Ill., for instance, F. A. Klann, city editor, of the *Dispatch* knows puffery and propaganda from news. After receiving about four dispatches weekly from the National Syndicate, he finally wrote C. U. Williams, president of the Williams Oil-O-Matic Company, himself to tell him he was wasting his money. The objectionable copy quoted the manufacturer on the bituminous strike.

FRENCH NEWSPAPER MEN CALL ON PRESIDENT



Count de Sartiges, Counsellor of the French Embassy at Washington, recently presented three of the leading newspapermen of France to President Coolidge at the temporary White House. Left to right: Count de Sartiges, Lucien Romier, Gabriel Villard and Jules Sauerwein, chief editor of *Le Matin*

PRESS CHIEFS CRUISE WITH U. S. FLEET

Thirty-nine Assigned to Units of Navy Force Leaving New York May 14 for Two Weeks on North Atlantic

Thirty-nine writers, editors, publishers and public officials will sail May 14 with the United States Fleet from New York for a fortnight's cruise in North Atlantic waters. They will return to New York May 28. Assignments have been made to the various ships as follows:

H. C. Adler, general manager *Chattanooga Times*—U. S. S. Decatur.

Willis J. Abbot, editor *Boston Christian Science Monitor*—U. S. S. Maryland.

V. H. Berghaus, assistant editor *Harrisburg* (Pa.) *News*—U. S. S. Mood

Ralph H. Booth, President Booth Publishing Company, Detroit—U. S. S. Idaho.

W. Bolton, *New York Herald Tribune*—U. S. S. Langley.

James W. Brown, President EDITOR & PUBLISHER—U. S. S. Mississippi.

Garrett D. Byrnes, assistant editor *Providence Journal*—U. S. S. Mississippi.

Philip Coldren, editor *Joplin* (Mo.) *News-Herald*.

James B. Connally, writer—U. S. S. Somers.

J. T. Cushing, editor *St. Albans* (Vt.) *Messenger*—U. S. S. Omaha.

V. Y. Dallman, editor *Springfield* (Ill.) *State Register*—U. S. S. Farquhar.

Charles H. Dennis, editor *Chicago Daily News*—U. S. S. Mississippi.

G. O. Ellis, editor *American Boy*, Detroit—U. S. S. Thompson.

H. J. Forman, *North American Review*, Redding, Conn.—U. S. S. Maryland.

Earle Godbey, editor *Greensboro* (N. C.) *News*—U. S. S. Arizona.

Louis T. Golding, publisher *St. Joseph News-Press*—U. S. S. Lamson.

Walter M. Harrison, managing editor *Oklahoma City Oklahoman*—U. S. S. Arizona.

Clark Howell, editor *Atlanta Constitution*—U. S. S. Arizona.

Walter C. Johnson, vice-president and publisher *Chattanooga News*—U. S. S. Pennsylvania.

J. J. Kelley, assistant editor *Army & Navy Register*—U. S. S. Maryland.

B. Livingston, writer, Westport, N. Y.—U. S. S. Osborne.

H. H. McClure, general manager Associated Newspapers, New York—U. S. S. Mississippi.

S. R. McKelvie, editor and publisher *Nebraska Farmer*, Lincoln, Neb.—U. S. S. Idaho.

M. H. McIntyre, *Army & Navy Journal*, Washington, D. C.—U. S. S. Seattle.

H. W. Marshall, publisher *Lafayette* (Ind.) *Journal & Courier*—U. S. S. Coghlan.

B. H. Peace, publisher *Greenville* (S. C.) *News*—U. S. S. Seattle.

Allen Potts, vice-president and business manager *Richmond* (Va.) *News-Leader*—U. S. S. Reuben James.

A. K. Remmel, editor *Fort Wayne News-Sentinel*—U. S. S. Paul Hamilton.

H. H. Smith, *New York Times*—U. S. S. West Virginia.

John Steel, *Chicago Tribune*—U. S. S. California.

F. D. Schroth, assistant editor *Trenton Times*—U. S. S. Litchfield.

G. K. Stimson, editor *Lansing State Journal*—U. S. S. Pennsylvania.

P. B. Talbot, editor *Corn Belt Farmer*, Des Moines—U. S. S. Pennsylvania.

G. Weymouth, editor *Farm Life*, Spencer, Ind.—U. S. S. Langley.

B. Bell, Associated Press—U. S. S. Seattle.

K. Clark, International News Service—U. S. S. California.

C. C. Morand, United Press—U. S. S. Texas.

Hon. John Taber, Auburn, N. Y.—U. S. S. Omaha.

Hon. Frank Hitchcock, New York City—U. S. S. Arizona.

PRESS MUST WARN OF INTERNATIONAL PERILS

atesmen May Well Heed Dispatches of Foreign Writers, Edward Price Bell Tells Journalism Week Gathering—U. P. Demonstrates News Transmission—Record Attendance at Missouri School

By Telegraph to EDITOR & PUBLISHER)

OLUMBIA, Mo., May 12.—Journal-ism internationally has much to say statesmen may well heed, Edward ce Bell, Lon- correspond- of the *Chi- Daily News,* d newspaper- and students last night. fr. Bell, one the speakers the program he Eighteenth nual Journal- Week of the iversity of souri School Journalism, ke on "Jour- sm Internationally on the *qui vive,"* ating out the great influence and re-nsibility of the press and the foreign respondent.



EDWARD PRICE BELL

Journalism is pre-eminently the pro-sion of opportunity and duty," he said. 's opportunity comprehends the whole d of human interests, moral, intellect- and material. Journalism can help n in their hearts and souls; it can help lm in their minds and in their practical tunes."

Bell likened a newspaper man without viction of public duty to a son without il affection, declaring that such a per- is in the wrong trade.

Explaining what *"qui vive"* means in rnational journalism, the speaker said, French it means 'who lives.' It is French sentinel's cry, 'who's there?' an think of no expression which sug-gts more vividly the position and the itude of journalism. What is mov- in the moral, in the mental, in the rsical world—it is journalism's uni-sal and insupressible cry."

Bell spent much time discussing the ited States' position in international airs, pleading for a more understand-r attitude on the part of American tesmen.

'Is it safe for us to slumber and mum-our shibboleths of delusive disen-aglement?" he questioned. "Journalism rnationally on the *qui vive* will ommend no such course. It will search the facts and face them when it finds lm.

'We in the United States have dreamed national insulation against interna-nal shock. Let us enlarge our vision. t us look not only beyond our own ntiers, but beyond the frontiers of the stern hemisphere. Let us look across oceans and realize that there is in this rld today no gap that the spark of war l not jump."

t is the duty of this type of interna-nal journalism to warn the public of ils and dangers of war, Bell said. will point our smoldering war-fires verever they may be and support with its power efforts to stamp them out ore they leap into uncontrollable me."

Regarding China, Bell expressed the belief that had the statesmen of this and other countries heeded the correspondents' warning of coming trouble there would be no foreign troops there today. International journalism had long been telling the truth about China, he said, and had our statesmen listened "there would be constructive work going on in China long before cannon and bayonets were the only recourse."

"If I extol journalism internationally on the *qui vive,* and if I plead for journalism and statesmanship as team mates," he concluded, "I do so because I am convinced that in their cordial and steadfast joint service the world has its first promise of peace."

Journalism Week opened Monday with an all-day session of the Missouri Writers' Guild and was to close Friday night with the annual banquet, this year sponsored by the United Press Associations. Karl A. Bickel, president of the U. P., and Ralph Turner, assistant general news manager, were to speak at the banquet.

An attempt is to be made to break the record for circling the globe with a cable message while the guests are assembled at the United Press dinner, Friday night. The message, "Unipress around world greets Missouri," will be sent from the speakers' table bearing the signature of Ralph Turner, assistant general news manager, who is a Missouri alumnus. From Columbia the message will go by a U. P. wire to New York, then transferred to the Commercial Cable Company for transmission to London via automatic relays at Canso, the Azores, and Waterville, Ireland. In London the Great Northern Telegraph Company puts the message on the wires for Shanghai, via Newcastle, Libau, Leningrad, Irkutsk, Vladivostock, and Nagasaki. From Shanghai the dispatch goes by Postal Pacific Cable Company wires to San Francisco, via Manila, Guam, Midway Island, and Honolulu, then flashed to New York and back to Columbia, bearing the signature of U. P. men who handled it on its journey of 26,605 miles. Cable officials were confident that the message would be back at the starting point before the end of the dinner.

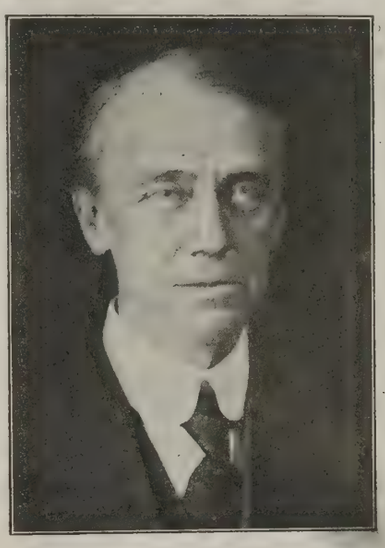
Another communications feature planned is the broadcasting from New York, after wire transmission from the banquet hall, of this message by the Radio Corporation of America:

"To all ships—Please report position in miles from New York or San Francisco for marine radio demonstration before 400 newspaper editors attending United Press night banquet given by University of Missouri at Columbia, Mo."

As fast as replies are received from vessels at sea, they will be relayed from New York and San Francisco to Columbia and read to the guests.

Dean Walter Williams presided at the dinner, using the gavel which was used by President Bickel of the U. P. at the 20th anniversary banquet of the U. P. in New York, April 25. The gavel is to be preserved in the university museum. Speakers included Mr. Bickel and Gov. Sam A. Baker.

A wireless telephone conversation between Ralph Turner and Ed L. Keen, vice-president of the United Press in London, took place Thursday morning, Mr. Keen telephoning the latest news in the British capital, while Dean Williams



Dean Walter Williams

and a number of distinguished guests listened on head-phones.

Attendance at Journalism Week will probably surpass that of last year, according to registration figures today. It is estimated that 400 editors and students will attend the banquet Friday night.

Wednesday was Missouri Press Association Day, the annual spring meeting of the association. President C. L. Hobart presided and problems of the rural press were discussed.

Journalism Week, started 18 years ago, one year after the establishment by Dean Walter Williams of the School of Journalism of the University of Missouri, has grown in popularity each year. Prominent newspaper men from all sections of the country are on the programs.

Perhaps one of the greatest attractions on this year's program was the appearance of Fannie Hurst, novelist of New York, on the program Tuesday. Every available space in the auditorium was taken and many were turned away. The writer spoke on the duty of the press, emphasizing its spiritual mission as an agency for truth and service. She urged that journalism "keep pace spiritually with the mechanical achievements of our time, and be worthy of them," and condemned the practice of "giving the public what it wants."

"Is the press all dressed up and no place to go?" she asked, after stating that we are inclined to smother ourselves under our mechanical equipment. "Are our ethical standards up to the level of mechanical perfection?" she queried in condemning the tabloids.

One of the most forceful addresses delivered during the week was that of Tom Wallace, chief of the editorial staff, *Louisville Times,* which is carried at length on another page of this issue.

Marc A. Rose, executive manager of the International News Service, in his address on "China and the Cables," discussed the criticism directed at press dispatches from China during the present trouble there.

He pointed out that the charge that American correspondents in the Orient are under the influence of the British is without foundation, since all of the American correspondents are Americans, American trained. British censorship, he said, has not interfered with a line of International News Service material sent from China.

The charge that American news services were caught unprepared for the crisis in China and rushed hastily recruited men to the scene, was disposed of by Rose with the statement that all of the I. N. S. correspondents in China have been there for several years. The news associations sensed the coming crisis and have been training men in the Orient for it for years, he said.

Rose explained the process of gathering foreign news, cable costs and the constant struggle to cut down cable costs. One of the greatest needs today is for radio service from the Pacific coast to the Orient, he believes.

"Changes in the Syndicate Fields" was the subject of the address by John H. Millar, president of Associated Editors, Inc., Tuesday, in which he explained tendencies in the syndicate field.

Over-development, which will probably lead to merging, was given as the situation in the field today. "The syndicate is a new business. It is about the same age as the moving picture business," he said.

"This is a superstitious age and one of the popular superstitions of the day is that advertising will accomplish marvels, and that its force may be invoked only by some hidden process known only to the few."

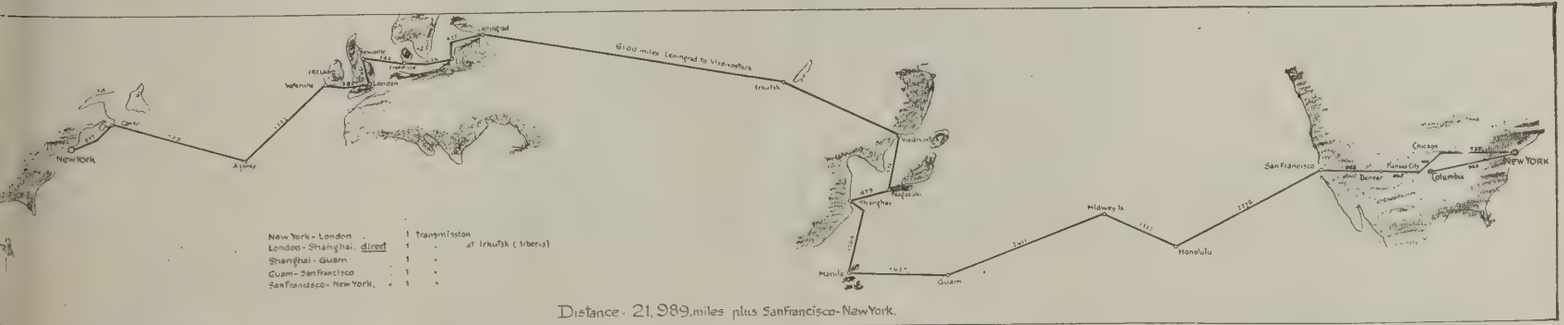
This was the tenor of the talk by Robert W. Jones, associate professor of journalism at the University of Washington.

"Advertising is bottomed on factual reporting," he declared. "To advertise anything it is necessary to know the facts on which a sale would be made. Advertising copy cannot be effective unless it is based on knowledge of the thing advertised, coupled with a knowledge of the group to which the article is to be sold.

"Advertising copy has to be read, so it has to be bottomed on fact, has to be suited to the people who are to read it, has to talk straight to the point and has to keep at it steadily to reach the objective, sales."

Mrs. Genevieve Forbes Herrick, a reporter for the *Chicago Tribune,* spoke about her work, and her observations in the field of the woman reporter. "Among the fallacies regarding the feminine reporter," she said, "is the old fairy tale

(*Continued on page* 16)



Starting at Columbia, Mo., the United Press greetings to guests at Columbia, Mo., will circle the globe in what is hoped will be record-breaking time, picking up a new signature at each point where it is handled by a U. P representative

STURDEVANT NOW EDITS N. Y. TELEGRAM HALL NAMED BUSINESS MANAGER

Former Comes from Editorship of Youngstown Telegram Where Brunner Succeeds Him—Hall Recently with Denver Scripps-Howard Dailies

WILLIAM L. STURDEVANT and Harold Hall this week became editor and business manager, respectively, of the *New York Evening Telegram*, completing the metamorphosis of the



Harold Hall

former Munsey paper into a typical member of the Scripps-Howard group of dailies. Both new executives are Scripps-Howard trained in the middle west; both are under 40 years of age; and both are beginning their first New York experience as chief executives of the Telegram.

Mr. Sturdevant comes to New York from the *Youngstown* (O.) *Telegram*, of which he has been editor since 1921, when it was first purchased by the Scripps-Howard interests.

Promotion of Mr. Sturdevant to New York caused a number of changes in Youngstown. Felix F. Brunner, managing editor, was made editor; Albert A. Reilly, associate editor, was promoted to the office of vice-president of the Telegram Company; Ned Brooks, city editor, became managing editor, and Fred McCluer, of the local staff, city editor.

The former Youngstown editor who has now entered the New York field has had 20 years of newspaper experience, beginning as country correspondent in Geneva, O., for the *Ashtabula Beacon-Record*. He was born 38 years ago in North Girard, Pa., where he attended school, later entering Allegheny College at Meadville, Pa. After his initiation into newspaper work at Geneva, Mr. Sturdevant later became editor of the *Geneva Press Times*.

His next step was to Warren, O., on the staff of the *Warren Chronicle*. In 1917, having attracted attention for his work at Warren, Sturdevant was given a place on the editorial staff of the *Cleveland Press*. He made rapid progress there as a reporter and in various editorial capacities, finally attaining the managing editorship, a position he held for a year and a half before his transfer to Youngstown.

Soon after he arrived in Youngstown he started, through the Telegram, a crusade against corrupt politics in the city. the town was wide-open.

Mr. Sturdevant borrowed some reporters from other Scripps-Howard papers. They were brought to Youngstown, but never came near the office of the Telegram. Instead they obtained employment at the mills and frequented the gambling joints. When they had gathered enough information, the Telegram began to publish daily smashing stories on conditions, eventually winning a fight by publicity against an evil that had been tolerated by Youngstown for many years.

The Cleveland Press, on which Mr. Sturdevant had most of his experience, is considered the Scripps-Howard training ground for editorial men. Under George B. Parker, now editorial director of the 26 dailies in the group, Mr. Sturdevant was grounded in the newspaper policy which has made the Press known among newspaper men everywhere as a great stunt paper.

Among big and amusing local beats in Cleveland in which Mr. Sturdevant played a hand was one concerning the secret marriage of Mayor Fitzgerald.

Now, Clevelanders generally considered Mr. Fitzgerald a bachelor, when one day the tip came into the Press office:

"Mr. Fitzgerald is married to a girl who lives in New York, and what is more they have a child."

That was all the Press had, and it was hard to believe. Mr. Sturdevant got the Mayor on the telephone. There was something very important he wanted to talk to him about, he said. He would see



Felix F. Brunner Albert A. Reilly

the Mayor immediately, coming over himself. It was too important to send a reporter.

Once in the Mayor's office, Mr. Sturdevant banged right into the important matter.

"We have," he said, "the story of your marriage."

Mayor Fitzgerald started. The start was sufficient to convince the editor of the truth of the tip.

"Don't you think," he cajoled, "it would be better if you made a formal announcement of it, giving the affair the dignity it deserves, instead of having us run it as 'just a newspaper story?'"

"I think," the Mayor rejoined, "it would be better if you didn't print the story at all."

Mr. Sturdevant explained that the Press didn't entertain thoughts such as the one just expressed by the city's chief executive. News was news, and shouldn't be suppressed. However, he would be glad if Mayor Fitzgerald would come over to the Press office and talk over the story with Mr. Parker, editor-in-chief.

The Mayor acquiesced. Mr. Parker supported his managing editor, declaring that as long as they had the story, and it was true, he could see no reason why the Press should withhold it.

What was worrying the newspaper men all this time, however, was that having said they had the story they were now wondering how they could get the names of the Mayor's secret wife and their baby. Mr. Sturdevant from downstairs gave Mr. Parker's office a ring on the telephone.

Mr. Parker turned from the 'phone.

"The boys are going to press with that story now," he smiled at the Mayor. "They want to make sure of the spelling of Mrs. Fitzgerald's maiden name."

The Mayor spelled it out.

"And the baby?"

Again the Mayor complied.

TELEGRAM'S NEW CHIEF



W. L. Sturdevant

It was in time for the 1 o'clock edition. Still the Mayor argued. The edition went to press and was out in the street. The Mayor and Mr. Parker continued their argument. Other newspaper offices gasped at the Press' beat. They didn't dare lift it, however, without confirmation. Where was the Mayor?

At 3 o'clock, too late for any serious damage from the opposition, the Mayor and Mr. Parker walked smilingly together from the latter's office. It was best, they had agreed, that the story be told. It had been.

Mr. Hall, the new business manager of the Telegram, has had as long a newspaper training as his editorial partner, but has not been as many years with the Scripps-Howard organization. He was born in Maine, where his father had been a music instructor and his mother, Rosa Beall, a newspaper woman on the staff of the *Lewiston Journal*.

When Mr. Hall was still a young boy the family moved to Missouri, and the present business manager of the New York daily, had his first newspaper experience on the *St. Joseph* (Mo.) *News-Press* as a reporter. After a few months he transferred to the *St. Joseph Gazette*, then owned by C. D. Morris and G. H. Luke. Mr. Hall became managing editor of the Gazette when he was 17 years old.

Mr. Luke became interested in this newspaper prodigy and personally instructed him in newspaper work. When Mr. Luke sold out his interest in the Gazette, Mr. Hall therefore left with him. For a while Mr. Luke, with Mr. Hall as assistant, engaged as a newspaper efficiency counsel, becoming associated with a number of papers in an advisory capacity in this way. Finally he accepted a position as general manager of the W. D. Boyce Company in Chicago, and Hall came with him and was placed in charge of circulation work for the weekly publications issued by this firm, including the *Saturday Blade* and the *Chicago Ledger*. This was in 1915.

About 10 years ago Mr. Luke and Mr. Boyce purchased the *Indianapolis Sun*, which later became the *Times*. Mr. Hall was vice-president of the W. D. Boyce Company at the time, but also was impressed to assist in the management of the Indianapolis daily. Eventually Mr. Hall left Chicago and became resident-manager of the Indianapolis Times. In the fall of 1922, the Times was purchased by the Scripps-Howard newspapers.

Shortly afterward Mr. Hall resigned from the W. D. Boyce Company to become assistant to W. G. Chandler, president of the Central Group of the Scripps-Howard Newspapers. Two years ago he was made president of the Newspaper Supply Company, a title he retains. He came to New York from Denver, where he was business manager of the *Rocky Mountain News*.

BOSTON POST IS SUED B ATLANTIC MONTHLY

Violation of Copyright Charged Complaint Based on Premature Release of Gov. Smith's Letter

Legal action was instituted by the A lantic Monthly Company of Bost against the *Boston Post* when a bill complaint was filed in United States D trict court, Boston, Saturday, May seeking damages for the premature pu lication in that newspaper of Govern Alfred Smith's reply to Charles C. Ma shall of New York concerning the sta of a Roman Catholic as President of t United States.

The allegations accuse the Boston Po of sending one of its most trusted r porters to Concord, N. H., to the pla of the Rumford Press, where the artic which, it alleged, was copyrighted, w printed, and obtaining from a nig watchman at the plant two copies fro the bindery, that were put aside becau of alleged defects. It is further alleg the newspaper knew the article was cop righted and that Gov. Smith transferr all rights in the article, entitled "Catho and Patriot," to the *Atlantic Monthly*.

The publishers of the magazine, a cording to the bill, on April 9 sent publishers all over the country, includi the defendant, a notice regarding the pr posed printing of the Smith article the May issue of the magazine whi was to be circulated April 25, and call attention to the fact that arrangemen had been made to release the artic simultaneously with the May issue of th Atlantic Monthly. The notice serve warning on all publishers that the own ers of the magazine intended strictly t enforce the copyright law. A reporte of the Boston Post in an interview wit an official of the magazine, April 11, wa given additional warning against an in fringement of the copyright, it is alleged

An official of the Boston Post whe asked by a representative of Editor & Publisher for a statement regarding th suit, said that an editorial covering th situation already had been published som time ago and that there was no furthe statement to make at this time.

Officials of the Atlantic Monthly Com pany referred Editor & Publisher t Romney Spring, of Boston, the company' attorney, for information concerning th case.

Spring said that the article was copy righted April 8, eight days before th article appeared in the Post.

The article upon which the suit of th Atlantic Monthly is based, was printed by the Post, Saturday morning, April 16, on page one, under a New York dateline. It carried a five-column head reading "Gov. Smith Defines Faith and Politics."

Attorney Spring does not expect the case to come up for trial before next October.

PROVIDENCE PAPER SUED

Atlantic Monthly Starts Another Action Based on Gov. Smith Article

Providence, R. I., May 12.—The Atlantic Monthly Company is suing the *Providence* (R. I.) *News* for premature publication of the Gov. Smith reply to Charles C. Marshall. The case will be handled for the plaintiffs by a Rhode Island firm of lawyers, according to Romney Spring, of Thompson, Spring & Mears, Boston attorneys. The extent of the damages against the News will be based on circulation as is the suit against the *Boston Post*.

Damages will also be asked from the *New Bedford* (Mass.) *Times*, the *New York American*, *New York News* and *Brooklyn Daily Eagle*.

BECOMES SEMI-WEEKLY

The *Rosenberg* (Tex.) *Fort Bend Reporter* has changed from a weekly to a semi-weekly.

ADVERTISERS BLAMED FOR "HIGH SPACE COST"

Publishers Have Attained Mass Circulation at Demand of National Firms A. B. C. Director Tells Association of Advertisers at Detroit Meeting

DETROIT, May 11.—They talked much about daily newspapers at the 7th anniversary convention of the Association of National Advertisers, held here this week. It was a semi-annual meeting unmarked by elections or the declarations of policy that are usual at the fall sessions, but there were plenty of speeches and discussions and the newspaper thread ran through most of them. C. C. Harn, now managing director of the Audit Bureau of Circulations and one of the founders and a past president of the A. N. A., told the 200 members attending the May 10 session that they should call upon publishers to define the elements of their circulation and to sell these elements rather than mere quantity of circulation.

"We have been passing through a dissipating era of indiscriminate buying," said Mr. Harn. "Circulations of newspapers and magazines have been increased with no attendant increase in value, but with decided increases in the cost of advertising. You advertisers have but yourselves to blame. Publishers do not want to perpetuate this uneconomic thing, but you force them to do it when they sell that you select your lists of media solely on the basis of circulation supremacy. It is not at all uncommon for a newspaper of 25,000 circulation to go on an advertiser's list for the lone reason that it has 300 or 400 more circulation than its rival, without any study of the comparative merits of the papers for the particular campaign.

"Study your A B C statements, make the publishers sell you the elements of their circulations, and don't be afraid to buy the smaller circulation, if the indications are that it has the larger proportion of the right kind of readers. To give for larger and larger gross circulation is to load yourself up with a burden of your own creation. It is a big factor in the load of increasing costs of which you are loudly complaining."

The Westinghouse newspaper campaign was outlined at length by J. C. McQuiston, advertising manager of the company and also a former president of the Association.

"Advertising in the industry with which I am identified—the manufacture of everything electrical—in a forty-year period of evolution has passed through three stages. These stages may be termed the technical, general magazine, and newspaper, the last of these three representing the period in which we are now.

"Having built up our distribution and sales organization through years of general magazine advertising, it was believed that the time had come to reach our market more intensively and more intimately service the distribution. In order to do so, after research we decided to utilize the newspaper columns and on April 1 of this year began our newspaper advertising plan.

"Since the newspaper part of our 1927 advertising campaign has been stressed I make haste to say that we will continue to use the technical and trade magazines, for these are basic to our industry. We will also use direct mail effort, in fact, more so than ever before in our history. Our campaign for this year is a co-ordination of these three forms of media, using more than 300 newspapers to carry the popular appeal of the Westinghouse company and its products to the general public.

"Our newspaper advertising not only promotes the sale of Westinghouse products, but it is also of great value to the local electric light, power and transportation companies.

"I wish to emphasize that the outstanding features of our all-newspaper plan to reach the general public are flexibility and intimacy.

"By flexibility I have in mind the opportunity afforded to positively regulate the advertising to fit the sales needs in the different territories. For example: fans being a seasonal article, the advertising in the different districts must be released when the weather is hot enough to sell fans. We all know that heat conditions are varying throughout the country and only by the use of newspapers can your advertising be regulated to fit into these conditions.

"Another illustration might be that of street lighting. It is useless to advertise all over the United States, street lighting, particularly when by using newspapers you can 'spotlight' your advertising where street lighting is a possibility and the taxpayers able to support by taxation the expenses necessary to bring about this very much desired improvement.

"Another illustration—even though our plans were all set in the southern cities where floods are now playing havoc, we were able to postpone the release of this advertising knowing that the people in that section are not now thinking of purchasing electrical conveniences, but rather of real necessities. Later on, we will run this advertising, but it will be when, in our opinion, the public is ready to buy the articles we advertise.

"By intimacy I mean having the name Westinghouse recognized within communities. It is one thing to know a name in a general way and it is another thing to have that name regarded as having real local significance. Westinghouse products in so many direct and indirect ways affect everybody in a community that it is very much to be desired that our identification in the city will be known to the citizens of the community. It is certainly the objective of advertising to make known the thing we desire to sell and at the same time to indicate where that article can be furnished and serviced locally. The newspaper plan makes it possible to accomplish both these things.

"It will be seen, therefore, that this plan of ours with its full page spread, to carry the institutional and public relations copy interspersed with direct product copy all carrying addresses and local identifications, accomplishes the much to be desired objective in our case, at least, that of nationalizing and localizing at the same time.

Establishment of a selling policy by national advertisers that will eliminate for department stores future dangers growing out of lack of control of brands and merchandise thus involved and treatment of department store distribution as a unique problem for firms engaged in selling nationally advertised products were advocated by Ralph L. Yonker, advertising manager of the J. L. Hudson Company, Detroit.

He emphasized that, from the standpoint of the department store, the basic difference between privately branded and nationally branded merchandise is in the matter of control. He said that the need for department stores to adhere to this standpoint had been stressed from a number of unfortunate experiences with national advertised merchandise.

He said this had been accomplished successfully in a number of instances by headlining of the stores' own brands. He pointed out that during the past month one large department store used in its headlines the names of 72 of its own brands as against 58 manufacturers' brands.

A "buying power index" for the various trading areas of the country, as a basis for market analysis, was urged by T. O. Grissell of the George Batten Company, advertising agency, in pointing out that only by such means could an advertiser determine the amount of money he was justified in spending in a given area. Trading areas, he showed, vary widely, and there can be no such thing as a national sales operating statement. The problem, to be specific, must be concerned with units. In the Detroit area, for example, he found that about three-fifths of the buying power was located in the city itself and the rest scattered throughout surrounding counties.

He presented graphs to show that, although actual sales have increased in most areas in the past four years, the net return per sale has been lower on account of higher selling costs.

"Stalking the prospect"—the process of attempting to browbeat the prospect into buying—was deplored by Professor John L. Brumm of the University of Michigan at the Tuesday afternoon's session.

"On the whole," said he, "it may be doubted whether an advertisement ever sold anything to anybody. It may supply one or more steps, but in the last analysis the prospect sells to himself, and all the advertisement can do is to make him more vividly conscious of his desire and help him to rationalize himself to its attainment."

Lee H. Bristol of Bristol Myers Company, New York, outlined the functions of "magazines as a primary medium." He showed that magazines offer the opportunity for "editorializing" advertisements. It is necessary, he thought, that an "arbitrary distinction" be made as to the primary medium in any advertising campaign.

The growing power of radio as a medium of advertising was discussed by Merlin H. Aylesworth, president of the National Broadcasting Company. Edward T. Hall, another former president of the association, who also discussed newspapers, said in part:

"A newspaper that closes its eyes to the real interest of national advertisers cannot continue to enjoy the support of keen buyers. The newspaper or periodical that realizes it is a partner with the buyer in economically developing business in a given territory is finding an eagerness on the part of the national advertiser to spend money where the channels are open.

"A new spirit of co-operation between the buyer and the newspaper has taken hold of all advertising interests. Matters that a few years ago could not be discussed between them are now frankly analyzed. One of these discussions has been the morning and evening newspaper combinations that are forced on national advertisers, though not on local firms.

"The results of these discussions have already placed several newspapers on a more sound basis and have eliminated dangerous practices. This has encouraged expenditures in these newspapers that recognize the space buyers' viewpoint and so follow farsighted policies."

Herbert Metz of the Graybar Electric Company of New Jersey was elected to the board of directors to succeed C. F. Beatty of the New Jersey Zinc Company.

The annual meeting will be held in New York the week of October 24.

MRS. PARSONS AND DAUGHTER SAIL



Geoffrey Parsons, chief editorial writer for the *New York Herald Tribune*, bidding bon voyage to Mrs. Parsons and their daughter Miss Mary Parsons, who sailed this week for a trip abroad

DINNER BELL RINGS!

Testimonial for Beazell and Lynch at N. Y. Newspaper Club May 19

A testimonial dinner will be given next Thursday night, May 19, by the New York Newspaper Club to the newly elected president, Dennis Tilden Lynch, of the *New York Herald Tribune*, and the retiring president William T. Beazell, assistant managing editor of the *New York World*, at the club house, 133 West 41st street.

The speakers and the orchestra music as well as the "stunts" of other artists are to be broadcast through WJZ for an hour and a half.

Tickets are $3.00 each.

The dinner committee is: Robert E. Livingston, chairman; Richard W. Lawrence, Leslie Allen, Charles S. Salomon, Harry Kingsbury, William J. Guard and Roy Daniels.

NEW A. N. P. A. MEMBER

The *New York City Nowy Swiat* has been elected to membership in the American Newspaper Publishers Association, L. B. Palmer, general manager, announced this week.

McGIVERAN PROMOTED

J. T. McGiveran, Jr., for seven years a salesman in the national department of the *Chicago Herald and Examiner*, has recently been appointed head of that department.

"Shoot to kill" is a new order given Chicago police. What were their former instructions, "Aim to please"?—*Brooklyn Eagle.*

E. H. MACKLIN ELECTED PRESIDENT OF CANADIAN DAILIES AT TORONTO

Puzzle Contest Advertising and Local-National Differential Chief Topics—Ontario Provincial Papers Meet

E. H. MACKLIN, *Winnipeg Free Press,* was elected president of the Canadian Daily Newspapers Association at the annual meeting held May 5, in Toronto. He succeeds Hon. Frank Carrel, *Quebec Chronicle-Telegraph.* The annual meeting of the daily publishers followed the annual convention of the Canadian Press, which was reported in last week's EDITOR & PUBLISHER.

Other officers elected were Vice-President, W. B. Preston, *Brantford Expositor;* treasurer, N. T. Bowman, *Toronto Telegram,* and past-president, Hon. Frank Carrel, Chronicle-Telegraph, Quebec City.

A board of directors consisting of 18 members was also elected. Those chosen are, A. W. Robb, *Herald and Mail,* Halifax; T. F. Drummie, *Telegraph-Journal and Times-Globe,* Saint John, N. B.; Hon. Frank Carrel, Chronicle-Telegraph, Quebec, P. Q.; Henri Gagnon, *Le Soliel,* Quebec; Georges Pelletier, *Le Devoir,* Montreal; James R. Henderson, *Gazette,* Montreal; W. G. Jaffray, *Globe,* Toronto; H. B. Burgoyne, *Standard,* St. Catharines, Ont.; W. B. Preston, *Expositor,* Brantford, Ont.; J. E. Atkinson, *Star,* Toronto; George E. Scroggie, *Mail and Empire,* Toronto; E. H. Macklin, *Manitoba Free Press,* Winnipeg; Burford Hooke, *Leader and Post,* Regina, Sask.; Senator W. A. Buchanan, *Herald,* Lethbridge, Alta.; R. J. Cromie, *Sun,* Vancouver; John M. Imrie, *Journal,* Edmonton; W. J. Motz, *News-Record,* Kitchener; H. B. Muir, *Whig-Standard,* Kingston, Ont.

Reports presented showed that the dailies' organization is in sound condition. Owing to amalgamations three members were lost during the year but three were added, the *Vancouver Star, Le Progres du Saguenay,* Chicoutimi, and the *Montreal Jewish Eagle.* The association has a membership of 80.

Apart from the presentation of reports and the election of officers, interest centered in the discussion of several topics placed by members on the agenda. The attitude of publishers towards puzzle contest advertising came in for considerable attention. The point stressed was that this type of advertising often carried with it the danger of disturbing faith in advertising generally, especially among children. Quite a number of publishers stated that they declined to carry it. Others said that they insisted on having all conditions set out fully in the copy before accepting it. The consensus was that this kind of advertising should be very carefully censored and if found at all questionable not carried.

Another question discussed was whether contracts covering the advertising of associated or subsidiary companies should be classed as blanket contracts. It was practically the unanimous opinion of the meeting that the tendency to offer blanket contracts should be resisted as strongly as possible and that they should be refused unless there was sufficient proof that the parent company was actually and in fact the holder of the stock of the subsidiary.

The old question of the differential between local or retail and foreign or national advertising came up again. It was found that most papers had a well-defined line between the two, though cases arose from time to time that were hard to settle. It was felt that it was better to retain some latitude in such cases than cover the situation by definition. Free publicity for professional sports was also discussed, the feeling being that this material should be more carefully scrutinized.

Social features included a luncheon tendered to the members by the retiring president, Hon. Frank Carrel. There were no speeches but the company were amused by the holding of a story-telling contest, in which Henri Gagnon, Quebec Le Soleil, won first prize and J. H. Woods, Calgary Herald, second prize. Mr. Carrel was later thanked by resolution for his hospitality.

The annual dinner took place in the evening.

At a meeting on the afternoon of May 4 of the Ontario Provincial Dailies Association, J. H. Burnet, *Charlottetown* (P. E. I.) *Guardian,* presented a proposition for organizing the smaller dailies throughout Canada into an association, within the C. D. N. A., but one which would look after questions on which there might be differences of opinion between the small and large dailies, such as postal matters, etc.

The proposal was fully discussed but some doubt was felt as to its efficacy in view of the great distances separating the members. It was felt that papers in the Maritime Provinces might first organize and then deal with the other groups through correspondence. There would also be the opportunity to come together at the C. D. N. A. gathering each year.

WORCESTER DAILY SUED

Insurance Man Claims Circulation Manager's Letter Libelled Him

Trial started May 10, in the Worcester County Superior Court before Judge Charles H. Donahue and a jury in the suit for $15,000 against the Worcester Telegram Publishing Company and another suit for $10,000 against Edward F. Dolhenty, circulation manager of the *Telegram-Gazette.*

The plaintiff is Frederick L. S. Coates of Worcester, who charges libel in both actions. He claims that on Feb. 17, 1923, he was in the employ of the North American Accident Insurance Company and the United States National Adjustment Company, and that on that date Mr. Dolhenty wrote a letter to his employers making inquiries about certain insurance policy deliveries and money collections which libeled him. The policies were in connection with subscription promotion.

NEW BRITISH PLANT

The *London Daily Mirror* having moved from its premises in Bouverie street (a turning off Fleet street) which is leased from the *News of the World,* the Sunday paper owned by Lord Riddell, the building and others nearby are to be pulled down and on the site will be erected new premises for the News of the World. The total floor area of the new building will be nearly five acres, over an acre being devoted to the machine halls.

COMPLETING NEW MILL AT KAPUSKASING

Work Going Forward Rapidly on Joint Enterprise of New York Times and Kimberly-Clark Company

A year of activity at Kapuskasing, Ontario, finds the new paper mill and power development in which the *New York Times* and the Kimberly-Clark Company are jointly interested progressing according to the schedule originally planned.

Along the fifty-mile railroad connecting the mill with the power site at Smoky Falls the new transmission lines are now erected and power is being sent from Kapuskasing to assist in the power house construction in the opposite direction from the way in which it will flow when work is completed.

At Smoky Falls itself the river has been diverted from its westerly channel and a large body of men are engaged in the construction of the permanent dam and power house.

With the frost just leaving the ground, active digging is recommencing at Kapuskasing and foundations for the buildings which will ultimately house the four paper machines, whose contemplated production is 550 tons daily, are being prepared.

The entire stock capitalization of the Spruce Falls Power and Paper Company is owned by the Kimberly Clark Company and the New York Times Company. First mortgage 5½ per cent. serial gold bonds were recently sold at par.

SAIL FOR HONEYMOON ABROAD



Captain and Mrs. W. H. Wells photographed on the S.S. DeGrasse before sailing for abroad on a honeymoon trip. Mrs. Wells is the former Jane Dixon, feature writer for the *New York Evening Telegram*

A. P. TO START PHO SERVICE AUG. 1

Will Begin Furnishing News Pictur 100 Members Contemplating E tension of Co-Operative Idea to Field of Photography

The Associated Press will start op ing a news picture service on Au N. A. Huse, member of the exec staff who is in charge of organizing new enterprise, informed EDITOR & LISHER this week. It will be called Associated Press News Photo Servi

The beginning of the service wi modest, Mr. Huse said. It will nc supported by the entire membershi first, but he expects that more than members will be subscribers when it s this August.

The bulk of the pictures, accordin Mr. Huse, will be obtained from me papers and correspondents, but to in a steady supply a contract has been si with Paramount for still enlargement all Paramount Newsreel pictures.

"We are starting a year's experim Mr. Huse said. "Enough members agreed to participate to enable us to b operations Aug. 1.

"We will have no staff of news pho raphers in New York or elsewhere. plan to obtain our photographs from m ber newspapers wherever possible. T has been no point raised in regard whether or not pictures come under A. P. by-law safeguarding the exclus ness of the report and requiring mem to furnish news it gathers to the A We expect, however, cordial co-opera from a great many members. To in a steady supply we have arranged to still enlargements of all Paramo Newsreel pictures, which, of course, give us a world-wide coverage. Th will be at least 40 prints a week from one source alone.

"We expect to be able to effect v economies by the co-operative in change of pictures just as we have in case of telegraphic news. We believe t co-operative effort in the field of n pictures is as sound as in the field of printed word."

Mr. Huse said the plan for the n picture service had been under conside tion for about three months. It was p sented to the board of directors by K Cooper, general manager, in response a demand from the membership, and ceived their approval.

Mr. Huse was guarded regarding fut plans. He said, however, that teleph would probably be used in emergenc He also pointed out that the gathering prints for the use of members with graving plants would also enable the As ciated Press to add more pictures to mat service for the smaller newspape

PARSONS IN AGENCY FIELD

E. W. Parsons, until recently adv tising manager of the *Chicago Tribu* has established his headquarters in C cago with the Capehart-Carey Corp., vertising agency, of which he is vi president and western manager, w plans to conduct a general advertis agency business in Chicago. His offi are at 64 West Randolph street. Celes M. Horton, who has been associated w Mr. Parsons on the Tribune, resign to go with him.

PRIZES FOR KENTUCKY PAPER

Prizes for the best newspapers in Ke tucky will be awarded at the annual m summer meeting of the Kentucky Pr Association to be held at Mayfield, K June 23-25. Malcolm Bailey, *Louisv Courier-Journal,* is association preside Prof. Enoch Grehan, University of Ke tucky School of Journalism, is chairm of the committee of awards.

PLANNING PRINTING BUILDING

Plans have been filed with the Ma hattan Bureau of Buildings for a 13-sto $450,000 newspaper printing and man facturing building at 343 to 349 We 52nd street, New York.

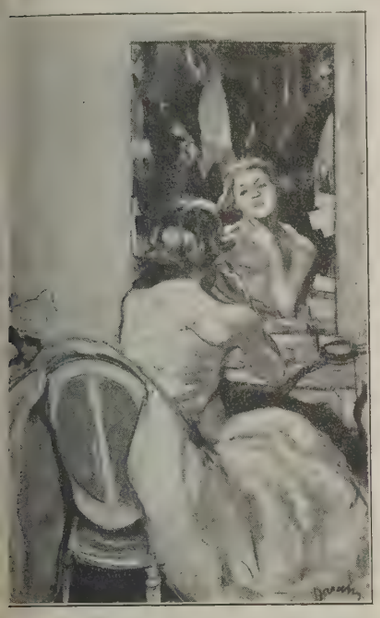
AGENCIES SPENDING HUGE SUMS FOR ART

As High As $15,000 Paid for Paintings on View at Sixth Annual Advertising Art Exhibit in New York —Critic Finds Much of Work Unrelated to Selling

By GUY GAYLER CLARK

Art Director of Street & Finney, Inc.

A SWINGING stride forward has been taken by the "Class A" division of advertising art, it is shown at the sixth annual art exhibit of the Art Directors Club of New York. In the exhibit, which will continue at the Art Center until May 31, an observer sees a continuation of progress in the right direction, with the possible reservation that the acknowledged champions of advertising



A medal winner among the paintings, by Drian, Paris artist. It was used in an advertisement for Woodbury's Facial Soap.

art are more like tennis than golf champions, in that they stay put from year to year.

The primary purpose of this exhibit, organized yearly by the art directors of New York's general advertising agencies, is, it must be understood, to foster the use of more æsthetic paintings and drawings in advertising. Selections are made with a view to emphasizing the technical excellence of a work, its art and craftsmanship, entirely apart from its so-called selling or advertising value. There are some, of course, who quarrel with such a purpose. Be that as it may, the paintings, sketches, designs and photographs so chosen are well chosen.

Pierce Johnson, art director of the J. Walter Thompson Company, New York, who was president of the art directors club last year, this week expressed his belief to me that the show "ought to be an improvement on its predecessors and probably is." He offered no definite reason for his qualifying verb, but continued by saying that if there was any improvement in the exhibit it was "due to a quality of 'aliveness' and vigor which impresses those who give it even a quick inspection."

"Both in the large hall devoted to oil paintings," Mr. Johnson continued, "and in the adjoining galleries, the exhibits seem to indicate more original thinking on the part of artist and art director and what might be termed a conservative daring on the part of agency and advertiser.

"One is not conscious of any improvement of technique, but rather of a subordination of technique to idea."

What impressed me most in the exhibit was how in the main the works selected for hanging seemed so unrelated to advertising, when viewed apart from the finished advertising copy, which, in each case, was hung directly beneath the work on exhibition. Of course, it must be admitted that the selection of some 300 works from a total of 3,000 submitted was varied. From the noteworthy contribution of the great Spanish master, I. Zuloaga, the portrait of Paderewsky done for Steinway & Sons, to a simple line drawing of a shoe, the collection of advertising art this year extended through a wide gamut of interest and activity.

Even so, the exhibit doesn't pretend to show all the good advertising art created during 1926. But it does show that the agencies are spending more money for art than ever before. The monetary value on the exhibits this year range from a few hundred dollars to as high as $15,000 for one painting.

Whether this is sound, economic advertising business or not is a matter of opinion.

In visiting the Art Center this week for the readers of EDITOR & PUBLISHER, I turned naturally first to the gallery on which were shown the illustrations and sketches in black and white, advertising art obviously of most interest to newspapers.

The medal winner in this section was Rockwell Kent, with a pen and ink drawing for Marcus & Co., New York jewelers, used in an advertisement placed by N. W. Ayer & Son. The title of the drawing is "Inspiration." Mr. Kent has brought a noble mood of poetry to these advertising pages. His drawings have much the same qualities of mystery and symbolism that we find in the works of the great Englishman, William Blake.

C. W. Flammer, associate art director of N. W. Ayer & Son, who with Paul Froelich, art director, selected the Kent drawing to do the advertising job assigned to it, has the following to say in regard to his selection:

"In an advertisement featuring jewelry there are several things to be taken into consideration from the artist's standpoint. The type of illustration in an advertisement of this kind should be one with a great deal of dignity and perhaps conventionality. I always think of jewels in terms of their appearance in boxes at the opera, at theaters, dinner parties and such. I believe a drawing of this kind combines dignity and artistry.

"This type of drawing also harmonizes perfectly with the very fine typesetting we have planned for this page and gives it color."

The black and white exhibit contains many clever outline drawings, offering fool-proof reproduction in newspaper space at no sacrifice to charm, and proving once again that a work of art need not necessarily be a work of labor. One of the most prolific of this school of advertising artists is Charles Baskerville, who draws many of the fine illustrations for the Southern Cotton Oil Company's advertisements placed by Calkins & Holden, Inc. The light outline in an ocean of white, so popular and effective in current newspaper space, reminds us once more that "Gentlemen prefer blondes."



James Preston's prize-winning painting "The White Swan Hotel" executed for a Procter & Gamble advertisement

For newspapers again William Oberhardt, the artist, has created a unique technique, rich in color and texture and most susceptible of perfect reproduction in line or halftone plates on newspaper stock. He is represented by a drawing for P. Lorillard Company, placed by Lennen & Mitchell, Inc., and by another for G. W. Van Slyke & Horton, an Erickson Company account.

A medal winner among paintings and drawings in color is the pastel by Etienne Drian for the Andrew Jergens Company, makers of Woodbury's Facial Soap, whose advertising is directed by the J. Walter Thompson Company. This Paris artist has established his reputation not only as a brilliant draughtsman but as a designer whose motifs affect the dress and fashions of the hour. He is known to a large section of the New York public for his window screens done for Lord & Taylor. His pastel medal winner at the advertising art exhibit, which pictures an actress at her make-up table, is remarkable chiefly for its vitality and spontaneity. Mr. Johnson, art director of J. Walter Thompson, has emphasized to me that Drian was allowed some latitude in illustrating the subject of the advertisement.

The award for the best still life represented in the collection went to Rene Clarke, himself an art director as well as artist for Calkins & Holden, Inc. The race for supremacy in this particular classification might be keener but for Mr. Clarke's consistent leadership, which makes of it a stately procession. The fact that it happens to feature Ketchup for the H. J. Heinz Company is but one of the 57 reasons why this drawing boasts a medal.

The Blackman Company may well be proud of the showing of its artists, with a total of 26 exhibits out of the entire 300, and one of the 26 a medal winner. I asked George L. Welp, the art director of the Blackman Company, to comment on the prize-winning painting, which is reproduced with this story, and he replied by simply offering his congratulations to James Preston, the artist, who painted the scene at the White Swan Hotel for the Procter & Gamble Company.

"All the credit belongs to Mr. Preston," Mr. Welp declared.

The small group of exhibitors in the division of advertising photography seems to be inadequate as a comprehensive review of the amazing progress in the technique of this medium in recent years. American photographers, both amateur and professional, lead the world and more of our great masters, whose work has been successfully reproduced in the editorial and advertising columns of our magazines and newspapers, should have been represented.

The medal in this class went to Grancel Fitz, for a picture of glassware for the Fostoria Glass Company, an N. W. Ayer & Co. account.

Mr. Flammer, quoted before in connection with another award won by the same

(*Continued on page 42*)



The black and white medal winner by Rockwell Kent, designed to give dignity and conventionality to jewelry copy for Marcus & Co., New York

GLOBE-DEMOCRAT DEMANDS CONTROL OF MISSISSIPPI FLOOD BY NATION

Publicist and Civic Leaders Applaud Call to End Regional Handling and Prevent Periodic Disasters to Great Valley

AN editorial suggestion made by the *St. Louis Globe-Democrat* in its issue of May 5 that a National Flood Commission be appointed by President Coolidge, composed of engineers and experts of high character, to make an exhaustive study of flood control and navigation and to report a comprehensive program to Congress in December, brought forth hundreds of recommendations and expressions of approval.

Publishers, members of Congress, United States Senators, Governors, heads of civic organizations and others responded to the telegrams sent by the Globe-Democrat, eliciting expressions of opinion.

An immediate extra session of Congress was favored by Congressmen and United States Senators in the Southern states, where more than 200,000 have been rendered homeless by the greatest flood in the history of the Mississippi Valley.

The editorial, which created so much comment, declared in part:

The States watered by the Mississippi and its tributaries, and especially the Southern States, are suffering from the most calamitous flood in the history of the country. The floods of this great river have brought disaster many times in the past, and for years the need of flood prevention has been impressed upon people occasionally by such events. But the impress has always been regional rather than national, and even within the region of impress it has usually been but momentary. Congress has given some attention to the matter and from time to time has made appropriations for flood protection. Hundreds of miles of levees have been constructed by the Federal Government, and by the states subject to overflow, and for more than forty years the Mississippi River Commission has labored intelligently and diligently, though always hampered by lack of adequate funds. Three years ago Congress provided for an expenditure of $10,000,000 a year for six years for levee construction, the most generous and the most sensible provision it has ever made for this purpose.

But the government has never yet taken hold of the problem as a great national obligation, which it is, nor as an enterprise demanding large and comprehensive study and planning. Now is the time to recognize that obligation, and to lay out a program of construction of such proportions as to meet the full requirements of the future, with sufficient money to make its completion certain at no distant time. We say "Now is the time," because the present calamity has brought the need before the whole country as never before, and the whole nation is giving sympathetic thought to the problem. The mind of the country is thereby prepared for the consideration of large proposals that could have little support but for the tremendous object lession that is now before all eyes.

Now is the time to set to work at this colossal tack, with the determination to carry it through to completion. And to this end we think the President should at once appoint a National Flood Commission, composed of engineers and other necessary experts of the highest ability, men who would command the confidence of the nation, to study the problem and to have a comprehensive program of action ready to submit to Congress when it meets in December. At the moment there is great confusion of opinion as to what ought to be done. That confusion will exist when Congress meets, and it will be difficult for it, so charged with other duties, itself to devise a plan of the requisite largeness and scientifically sound, without the help that such an expert inquiry and proposal would bring to it. Such a plan from such an authority and for such a purpose would concentrate the attention and interest of the nation upon something definite: it would have the support of the people, and we believe, the support of Congress itself.

Almost without exception the view expressed by those who commented that control of navigable streams is a national obligation, one which should not be left to local initiative and supervision. Many expressed appreciation of the Globe-Democrat's suggestion. Friday's issue of that paper contained about 18 columns of indorsement of the program.

PORTLAND DAILY TO MARK 25TH YEAR

Diamond Studded Service Buttons to Be Awarded Veteran Staff Members of Oregon Journal at Banquet July 25

Ninety-five employes of the *Portland* (Ore.) *Journal* are to be honored on July 25, when the Journal's "family" will have a great party, commemorating the 25th anniversary of the Portland newspaper under Charles Samuel Jackson, late publisher, and his son, Philip L. Jackson, present publisher. The actual beginning of the 26th year falls on July 21, but, because of the vacation season, the party will be delayed until the following Monday evening.

On the night of the party, six of the 96 employes will be called forward to receive service buttons with three diamonds each. Hyman H. Cohen, Thomas James, M. A. Jones, Felix R. Mitchell, W. H. Wells and Z. M. Young have served the Jacksons, father and son, for the full 25 years.

Twenty-year pins, each with two diamonds, will go to 32 employes, as follows: C. V. Becksted, A. K. Bishop, F. W. Bowen, J. A. Bowen, L. R. Buzan, P. A. Campbell, N. L. Casaday, A. W. Cauthorn, E. Chalman, Mrs. D. F. Dryden, W. W. Duckworth, R. Gittings, W. H. Graham, Clyde Gregoire, R. W. Hagood, H. S. Harcourt, Will F. Hessian, B. Frank Irvine, B. S. Jones, H. A. King, E. E. Oliver, E. J. Putnam, David H. Smith, J. C. Smith, Jennings F. Sutor, J. L. Wallin, R. B. White, E. E. Wickham, George E. Willard, C. F. Yezerski, J. C. Yezerski and Walter Fink.

Almost as numerous are the 15-year employes, who will receive pins with one diamond each, the 30 named being: Art Anderson, George Bertz, Florence Bostwick, W. E. Brown, H. E. Carpenter, Marshall N. Dana, F. W. Gardner, F. H. Green, B. F. Hecox, W. H. Hooker, Harold E. Hunt, Mrs. B. F. Irvine, J. A. King, Fred Lockley, Frank C. Loomis, J. E. McCall, Bert Rue, F. C. Simmons, Claude Simpson, N. L. Starkel, Donald J. Sterling, G. E. Story, W. H. Thomas, J. L. Tickner, T. C. Warner, Ralph Watson, E. D. Weaver, E. R. Wickham, W. O. Krause and Fred W. Bell.

A gold button will be the mark of distinction for the 10-year employes, the 27 being: Harry Atkins, Gordon Brown, W. F. Cornwall, A. J. Doyle, John Eudey, George E. Haeflinger, Charles T. Hoge, Philip L. Jackson, Robert C. Johnson, C. O. H. Linde, Floyd L. Loomis, Winnie McLaren, O. C. Merrick, W. C. Murphy, J. E. Myers, LeRoy Norr, Louis F. Otto, Ernest W. Peterson, J. Proctor, Louis Ragone, Carl Smith, Kennedy D. Smith, Julia Hobday, Fred H. McNeil, Lloyd Holmes, Guy McCormick and Mike Ritter.

The committee in charge of the party is headed by Louis F. Otto, with Ernest W. Peterson as assistant chairman. Plans call for a banquet at which more than 800 employes of the Journal and invited guests will be seated.

MERGER IN MARIETTA

Times Owners Buy and Consolidate Register in Afternoon Field

MARIETTA, Ohio, May 10.—A consolidation of the *Times* and the *Register*, Marietta's afternoon dailies, to take effect on May 16 was announced today following the sale by B. B. Putnam and H. G. Chamberlain of the Register to Will P. McKinney and Frank B. McKinney, owners of the Times. After that date Marietta and Washington county will have only one daily newspaper for the first time in more than 30 years.

The Register, which is the oldest local daily, was founded in 1894 and the Times in 1898. Both papers had published weekly editions for many years previous to that time.

The Times, which will be the surviving paper, has been in the McKinney family for 37 years. Ben J. McKinney bought the weekly in 1890. He founded the daily in 1898 and published it until 1908, when he sold the paper to his two sons and retired from the publishing business. At that time the city had three afternoon dailies and an independent Sunday paper. The Times bought the *Sunday Morning Observer* and has since continued publication as the *Sunday Times*. In 1920 it purchased and absorbed the *Marietta Journal* and reduced the number of newspapers to two.

Chamberlain and Putnam, who retire from the publishing business with the sale of the Register today, bought the paper three and a half years ago.

The Times is represented in the national advertising field by Robert E. Ward, Inc. It is a member of the Ohio Select List of Daily Newspapers.

NEW PRESS GROUP FORMED

Newspapermen in the San Antonio section, guests of the Chamber of Commerce and Fiesta Association at a dinner in San Antonio, April 23, organized the South Texas Press Association, electing as president H. P. Hornby, *Uvalde Leader-News*. Ray Carney, *Robstown Record*, was named vice-president; Fred Herndon and Charles Davis, San Antonio, secretary and treasurer, respectively.

MECHANICAL MEETIN CALLED BY A. N. P. A.

Pressmen, Stereotypers, Printers a Superintendents Invited to Attend Harrisburg Conference, June 8-9

Pressmen, stereotypers, printers a mechanical superintendents have been i vited to a mechanical conference to held under the auspices of the Americ Newspaper Publishers Association at t Penn-Harris Hotel, Harrisburg, P June 8-9.

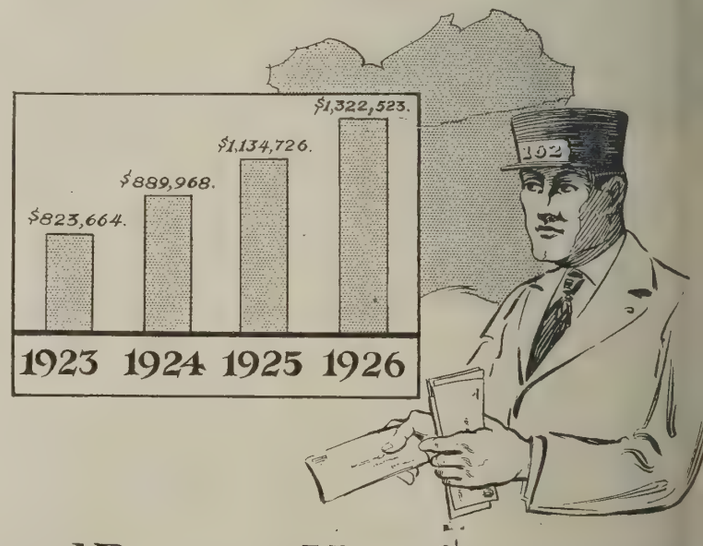
In making the announcement, W. Wines, manager of the mechanical depar ment, emphasized that the conference not being held "for pleasure purposes."

"The time will be devoted solely to t discussion of mechanical topics accordi to a program which is to be arranged Mr. Wines said. "There will be no e tertainment features of any descriptio The sessions will be executive and the a tendance will be confined to direct repr sentatives of A. N. P. A. members and few invited guests."

Mr. Wines is asking A. N. P. A. mer bers to suggest topics for discussion.

HOLDS COOKING SCHOOL

The *Albany* (N. Y.) *Times-Uni* this week conducted a three days' sessi of a free cooking and home-makers' scho under the direction of Miss Floren Waterman, lecturer on home economi The school, open to all women, start May 9. Daily prizes were awarded.



Postal Receipts Keep Stepping Up in Jacksonville

IF you want an index to the population and business growth of a city or territory, just study its postal receipts over a period of years.

The chart above shows clearly that the postal receipts of Jacksonville, Florida, have been stepping up rapidly and steadily year after year.

This city and the great Florida market it represents are experiencing a remarkable development which has created here buying power and buying needs that are extraordinary.

This market, which offers outstanding opportunities to manufacturers and distributors of all kinds of products, can be economically reached by advertising in—

The Florida Times-Union

JACKSONVILLE, FLA.

NEW YORK EVENING JOURNAL

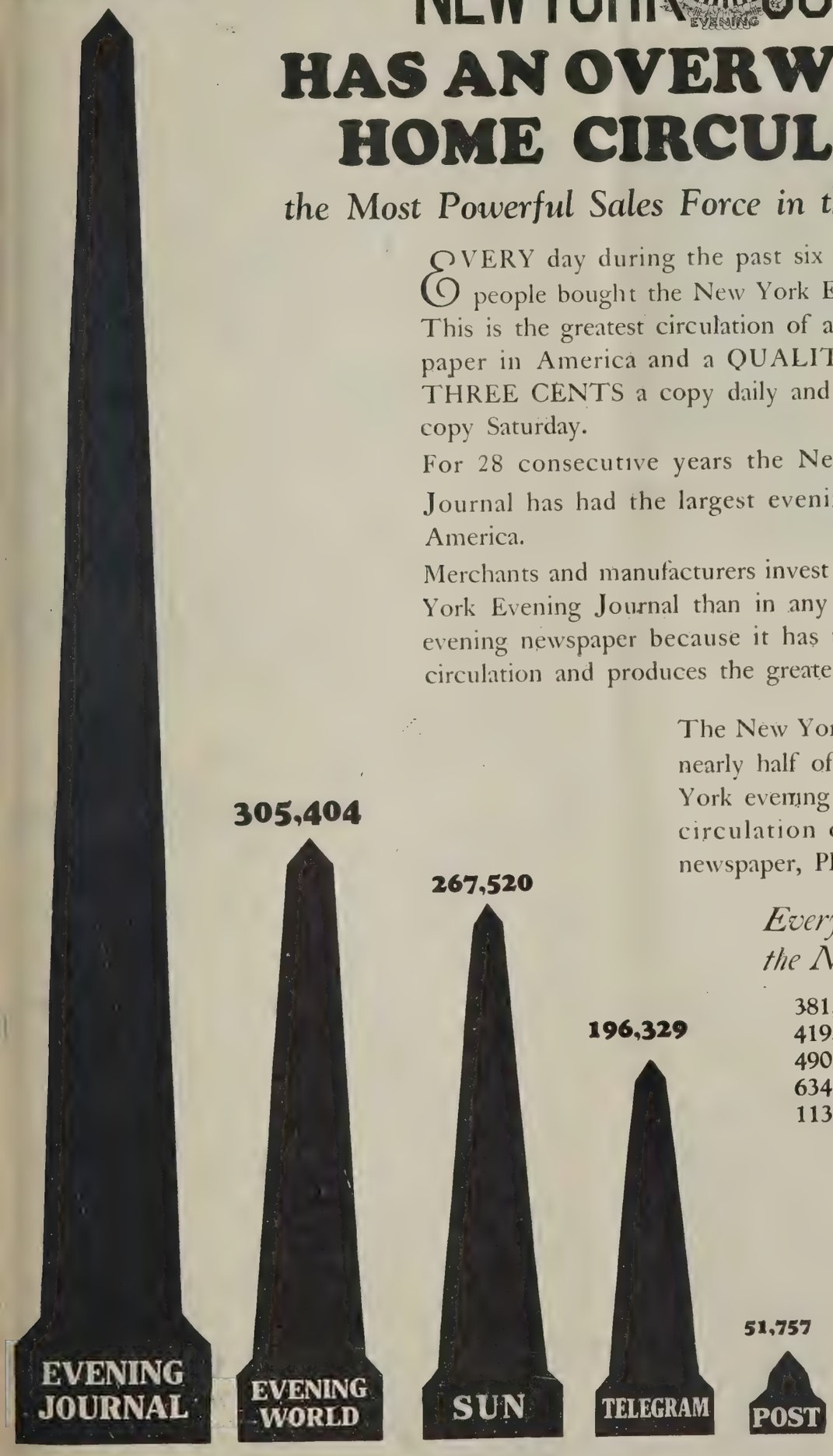
HAS AN OVERWHELMING HOME CIRCULATION—

the Most Powerful Sales Force in the New York Market

EVERY day during the past six months 686,740 people bought the New York Evening Journal—This is the greatest circulation of any evening newspaper in America and a QUALITY circulation at THREE CENTS a copy daily and FIVE CENTS a copy Saturday.

For 28 consecutive years the New York Evening Journal has had the largest evening circulation in America.

Merchants and manufacturers invest more in the New York Evening Journal than in any other New York evening newspaper because it has the largest home circulation and produces the greatest sales volume.



The New York Evening Journal is purchased by nearly half of all the people who buy any New York evening newspaper—and has DOUBLE the circulation of the next New York evening newspaper, PLUS 75,932 copies a day.

Every day the home circulation of the New York Evening Journal is:

381,336 more than Evening World
419,220 more than Evening Sun
490,411 more than Telegram
634,983 more than Evening Post
113,816 more than Evening World and Evening Sun combined!

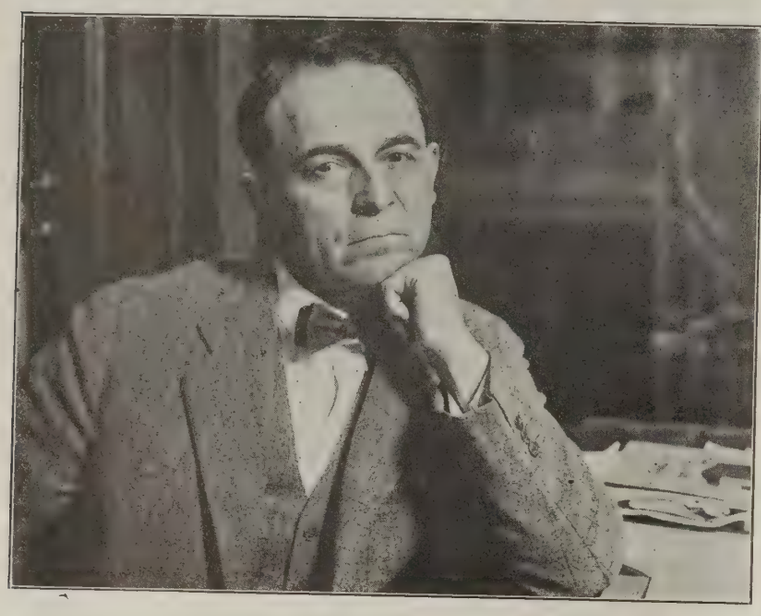
THE Official sworn statements of Net Paid Circulation made by New York Evening Newspapers to U. S. Post Office for six months ending March 31, 1927:

	Copies a Day
EVENING JOURNAL	**686,740**
Evening World	305,404
Evening Sun	267,520
Evening Telegram	196,329
Evening Post	51,757

O. L. PRICE SUCCEEDS C. A. MORDEN AS OREGONIAN GENERAL MANAGER

Successor of 75-Year Old Veteran Also Trained Under Henry L. Pittock—Morden Once Itinerant Printer—Worked in St. Louis, Washington and Boston

THE recent choice of O. L. Price as general manager of the *Portland Oregonian* means, in effect, a continuation of the same administration that has prevailed on that paper since it was established as a daily on February 4, 1861, having at that time been published as a weekly for more than ten years.



O. L. Price

Henry L. Pittock was publisher of the Oregonian from the time of its founding as a daily up to his death in 1919, one of the longest records in America of continuous and active ownership of a newspaper property. Mr. Pittock was succeeded as manager by C. A. Morden who had long been assistant manager of the paper, close friend and confidential advisor of the pioneer publisher. Mr. Price, likewise, was closely associated with Mr. Pittock, having been his secretary and legal advisor, so that to all intents and purposes his selection is a continuation of the Pittock administration which has built up the Oregonian into one of the great newspaper properties of the Pacific Coast.

Mr. Morden retained the responsibility of general manager of the Oregonian up to his 75th birthday. He expressed himself as reluctant to resign, but anxious to be freed of the strain involved in a position of so much responsibility and willing to pass the task on to younger hands. In resigning he paid a high tribute to Mr. Price and to Edgar B. Piper, editor of the Oregonian, who was in that position even before Mr. Morden became manager, having succeeded the late Harvey W. Scott.

The retirement of Mr. Morden, although he will still remain as a trustee of the Henry L. Pittock estate, marks the closing of one of the outstanding newspaper careers of the west. As a youth he had a varied career as a printer in many cities. That he went to the Oregonian as a "sub" in the composing room and rose to the position of chief executive of that newspaper is indicative of the opportunities open to young men of ability on American newspapers.

Mr. Morden was born near London, Ont., April 26, 1853, but when he was a small child the family moved to Nebraska City. It was in the latter place that he learned his trade as a printer. He was an adventurous youth, with a desire to see the world, and soon set off on a Mississippi boat for St. Louis but he found that place crowded with jobless printers and moved on to Chicago. One of his most valuable experiences came later in Washington, where he worked in the Government printing office and spent his spare time listening to debates in the House and the Senate. Finally he went to Captain Bryan, in charge of the printing office, and handed in his resignation.

"Going to quit, are you?" asked Captain Bryan. "Don't you know you are breaking the rules?"

"Of course there are lots of rules in any Federal establishment and I took him seriously enough," said Mr. Morden in recounting the experience.

"'What rule is that?' I asked.

"'Few die and none resign,' he answered as solemn as a judge."

But the young printer did resign and went on to other fields. He worked in Columbus, O., and later in Boston. Upon his arrival in Boston he attended a meeting where he heard Ralph Waldo Emerson, Oliver Wendell Holmes, Julia Ward Howe, James Russell Lowell and other celebrities speak. He went to work for the University Press in Cambridge where he set copy from the manuscripts of famous authors.

Many other cities claimed him temporarily before in 1881 he turned in his card as a "sub" in the Oregonian composing room, destined to remain for half a century associated with that newspaper. He became a close friend and business advisor of the late Henry L. Pittock, publisher of the Oregonian. Mr. Morden's rise was rapid, as with each promotion his industry, good judgment and business ability fully justified the confidence that had been placed in him. At the time of Mr. Pittock's death in 1919 he was assistant general manager of the Oregonian and the publisher relied on him largely in conducting the affairs of the newspaper.

Through provisions of his will, Mr. Pittock made Mr. Morden and Mrs Price trustees of his large estate. Mr. Morden, by stipulation of the will, became manager of the Oregonian and has remained in that position through the great growth that the newspaper has made in the intervening years. Mr. Price also has been closely in touch with the publication and takes up a work with which he is entirely familiar. A third who has been a great factor in the conduct of the Oregonian, both before and since Mr. Pittock's death, is Edgar B. Piper, the editor, who now continues to direct the editorial end of the newspaper under the regime, as manager, of Mr. Price.

OKLAHOMA GROUP ELECTS

C. S. Storms Named President of State Editors at Poteau Meeting

C. S. Storms, editor of the *Waurika* (Okla.) *News-Democrat* was elected president of the Oklahoma Press Association at the close of the annual meeting here May 7. Altus in the western part of the state was chosen as the place for the 1928 meeting. H. G. Spauling, editor of the *Shawnee Morning News* is the retiring president.

Officers chosen were: C. S. Storms, Waurika, president; Jim Biggerstaff, *Wagoner Record*, first vice-president; W. R. Martineau, *Oklahoma City Livestock News*, second vice-president; Robert L. Kidd, *Poteau News*, third vice-president; Mrs. Lucy Eastin, *Fairfax Chief*, fourth vice-president; N. A. Nichols, *El Reno American*, was re-elected secretary-treasurer and M. R. Marley, *Comanche Chief*, Raymond Weaver, *Skiatook News*, W. S. Livingston, *Seminole County News*, members of the executive committee.

A committee was named to confer with the state board of affairs on plans to turn state printing over to the smaller newspaper plants in the state. A resolution commended Governor Henry S. Johnson on his stand for equal distribution of printing.

The executive committee at a meeting following the convention passed unanimously a resolution appealing to the board of regents of the state university to hire an instructor with five years of practical newspaper work as a minimum.

SUPREMACY IN building circulation!

A SUBSTANTIAL, bona-fide increase of thousands in circulation—all NEW subscriptions, all PREPAID, and all secured within ten weeks' time, will solve a publisher's most pressing problem ninety per cent of the time. Increased circulation, increased linage, increased revenue! The HOLLISTER CIRCULATION ORGANIZATION has clearly proven itself the world's greatest and most efficient circulation builder, with successful campaigns on such newspapers as The Philadelphia Inquirer, The Cleveland Plain Dealer, The Memphis Commercial Appeal, and many others to attest its supremacy. Until June 1, address care THE CHICAGO HERALD & EXAMINER.

HOLLISTER'S Circulation Organization
Home Ad.: 717-8 Commercial Exch. Bldg., Los Angeles

ROTO-GRAVURE Sections for Newspapers & Magazines
STANDARD Gravure Corporation
LOUISVILLE, KENTUCKY

Our Policy
One Size all mats 20"x24"
One Quality only the best we can make
One Price 15% on standing order

To Compare is to Know Certifieds

The experiences of several hundred publishers who have either discarded wet mats or other makes of dry mats, and have adopted Certifieds, is the best proof of Certified Quality.

Our ambition has never been to make the most mats; but it has always been to make the BEST mats we know how.

Whether our best is as good or better than others we leave to you to judge. Perhaps the experiences of over 350 of your fellow publishers point the way for you, too.

That is why we suggest that you investigate, for to COMPARE is to KNOW.

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue New York, N. Y.
for wet mat printing with DRY MAT facility—use Certifieds
MADE IN U. S. A.

Virginia's Greatest Newspaper

The Richmond News Leader Leads in every phase of newspaper supremacy..

CIRCULATION: "The News Leader Covers Richmond Like A Roof" is a fact—not a mere slogan. There are only two other newspapers in the United States with as great a degree of saturation of their markets as The Richmond News Leader.

The News Leader also reaches and covers the thirty counties which comprise Richmond's trading area—making a total coverage of 550,000 people with a tremendous purchasing power.

The Richmond News Leader has the largest circulation of any newspaper in Virginia.

ADVERTISING LINEAGE: In both foreign and local advertising The News Leader leads in Richmond. In 1926 The News Leader gained 581,826 lines of advertising, while the other Richmond paper lost.

CONFIDENCE: The News Leader has the confidence of its advertisers—and of its reading public. The citizens of Richmond and a large part of Virginia have come to depend upon the reliability and the policy of The Richmond News Leader.

National Representatives

KELLY-SMITH COMPANY

Marbridge Bldg. New York City | Waterman Bldg., Boston, Mass. | Atlantic Bldg., Philadelphia, Pa. | Tribune Tower Chicago, Ill.

J. B. KEOUGH, ATLANTA, GA.

Advertise to Richmond and its Trading Area through Virginia's Greatest Newspaper

The Richmond NEWS LEADER

"On News Leader Square"

Covers Richmond Like a

FREE SPACE GRAB OF OIL INTERESTS SCORED BY NEW YORK PUBLISHERS

Business Office Executives Denounce Lord & Thomas and Logan's Advertising Plan for Oil Heating Institute—Call for Unity of Press to Combat Press Agent Menace

IN no uncertain terms New York newspaper executives this week denounced the plan revealed last week by EDITOR & PUBLISHER by which the advertising agency of Lord & Thomas and Logan hopes to publicize the $40,000,000 oil heating industry by placing paid space in the magazines and relying on the expectation of free space in the news columns of the daily press.

Louis Wiley, business manager of the *New York Times*, characterized such an advertising program as "unwise"; to J. F. Bresnahan, business manager of the *New York World*, it was "inefficient"; while L. W. Barnhart, business manager of the *New York Daily News* called for "solidarity on the part of the press" to combat the press agent menace illustrated by the contemplated free space grab of the oil interests. The Oil Heating Institute, organized by oil burner manufacturers and associate companies, have obtained $30,000 in free newspaper space in two weeks' time, J. D. Barnhill, an executive of Lord & Thomas and Logan, declared in an EDITOR & PUBLISHER interview published May 7.

Mr. Wiley sent the following statement to EDITOR & PUBLISHER:

"It is unwise, I think, for any association to appropriate any sum of money, large or small, to attempt to accomplish by means of publicity what only paid advertising can do.

"If any association has real news of public interest to tell it will cost practically nothing to put it before the editors of newspapers. All the newspapers, including the ones in which space is most desirable, publish news. Only the less desirable ones will print pure publicity stuff.

"The Oil Heating Institute and other associations, I assume, have a story worth telling to consumers. It is far better for their purposes to tell it complete in the advertising columns. There is never any guarantee that publicity will appear in a way to create the effect desired. Furthermore, rival interests may use adverse, harmful publicity—and those less desirable newspapers which print publicity do not exercise the same censorship to exclude unfair competition in publicity that they do in the advertising columns.

"The market for oil burners is among intelligent, substantial people. Publicity influences them least.

"It all boils down to the proposition that products worth advertising are worth advertising and are too good to depend upon the makeshift of publicity."

Mr. Barnhart of the News made his appeal for solidarity in the newspaper ranks in the following terms:

"If there was the same degree of solidarity in the offices of the publishers as there seems to be in the ranks of the press agents, the free publicity situation would soon be rectified.

"Too many publishers fail to realize that they are actually losing revenue by publishing press agent publicity. As long as there are some who let the press agents by, it will not be possible for those publishers who exclude free publicity to keep up the battle.

"We must work as a unit."

Mr. Bresnahan was amazed at the "list" of 111 newspapers claimed by the agency concerned as being "practical for publicity," and commented that the newspaper publishers must some day come to the realization that there is "mighty little nourishment in giving away a commodity that has a very definite and well established market value."

His statement follows in full:

"I am somewhat amazed that there are 111 newspapers, including 'many metropolitan dailies,' who hold their space so cheaply as to turn it over without charge for the identical purpose for which the magazines are collecting $15 per word.

"My belief is that any advertiser who deliberately embarks on a policy of free newspaper advertising and paid magazine advertising, and makes a virtue of it, will find the experiment a costly one in its very inefficiency. An oil heater, like any other household appliance, needs the immediate touch with the home-owner which only the newspaper can give successfully.

"Newspaper publishers will one day have to come to a realization that there is mighty little nourishment in giving away a commodity that has a very definite and well established market value."

Edwin S. Friendly, business manager of the *New York Sun*, expressed his views on the matter as follows:

"The decision of leading oil-burning equipment manufacturers, as reported in the May 7 issue of EDITOR & PUBLISHER, to purchase space only in magazines and attempt to obtain free publicity in the newspapers in their advertising campaign, will, I believe, as regards the newspapers, fall far below their predicted plans and expectations.

"And in my opinion, which you have requested, it certainly should. Because of the article news editors will now be on their guard and such propaganda will probably find its way to the wastebasket along with other propaganda that now flows so copiously into newspaper offices.

"It is unfair to newspapers to try to use them in such a manner as is outlined in the EDITOR & PUBLISHER article. The newspaper part of this campaign was planned, it seems to me, with inadequate knowledge of the possibilities of obtaining free publicity, and without the proper consideration of the value of newspaper advertising for a product of this character. The free publicity possibilities have been overestimated.

"Free publicity is always limited. It is always uncertain.

"There is little question about the supremacy of newspaper advertising over any other form for most commercial products. Three large national advertisers who have heretofore relied mainly on magazine advertising have within the last several weeks turned to newspaper advertising almost exclusively. They are the Westinghouse Electric Company, the Philadelphia Storage Battery Company and Congoleum-Nairn, Inc.

"It seems reasonable to predict that oil burner manufacturers and associate companies which are planning to use the magazines for paid advertising and the newspapers for free publicity, will turn to paid advertising in the newspapers if they are to succeed in selling their products in large quantities in any given territory."

The Advertising Manager

AN EXCLUSIVE TRADE JOURNAL

1417 Chapline Street
WHEELING, W. VA.

Devoted to

NEWSPAPER ADVERTISING!

Many notable and exclusive features, intelligently and authoritatively presented. An extensive circulation—NOW. Published monthly. Size 9 x 12". Illustrated.

Single copy, 25¢; year, $2.50; SPECIAL TRIAL, 5 months, $1.00

CLASSIFIED, 05¢ a word, any heading. Display 16¢ line. All advertising subject to approval. An excellent medium for reaching NEWSPAPER ADVERTISING EXECUTIVES, advertisers, agencies and others. Your inquiries are invited.

PRESS MUST WARN OF INTERNATIONAL PERILS

(Continued from page 7)

about her being employed only after she had scooped the town in the face of a dozen experienced reporters. It is a fallacy, too, to say a woman can do anything a man can do.

"Women cannot get positions on a newspaper as easily as men do; for that reason, must write better in order to hold their jobs. But once on a newspaper staff she has a better chance to be pushed further ahead."

Ralph Turner, assistant general news manager of the United Press, explained the operation of the great American news associations, and told how the big news events are covered. Operation of a press association is a big city editing job with the whole world before you, is the way he explained it.

Turner told how the Mississippi flood was covered and the great difficulties under which the press services worked.

The American newspaper reader is receiving more for his money today than at any other time in history, he said. The two or three cents he pays for his newspaper represents "the biggest bargain in the world."

Norman Dow Becker, president of the Intertype Corporation, discussed newspaper appearance, citing as examples of different make-up British and other foreign papers and then comparing them with American newspapers. Becker stated that a newspaper can develop a character by following a certain style make-up.

Vincent Massey, Canadian Minister the United States, will be unable to in Columbia for Journalism Week, wired today.

Robert S. Wright, of Baylor Unive sity, Waco, Tex., hiked 875 miles to a tend Journalism Week. He left la Wednesday and arrived here Sunda Wright did little actual walking on t trip, having walked only eight miles. T rest of the distance was traveled wi passing motorists.

Senator Capper of Kansas is on t morrow's program. He will speak o "Journalism and the Nation."

Mrs. Maebelle McCalment of Kans City was elected president of the Missou Writers' Guild Monday. A banquet Mo day night concluded the annual meetin held in connection with Journalism Wee

Other officers elected were: First vic president, Ray Settle of Slater; secon vice-president, Miss Ella I. Deininger o St. Joseph; secretary-treasurer, Town send Godsey of Maryville.

J. Breckenridge Ellis of Plattsburg the retiring president.

PUBLISHER-MAYOR RE-ELECTED

E. B. Jeffress, publisher of the *Greensboro* (N. C.) *Daily News*, was re-electe mayor of his city on May 10, by unani mous vote of the new city council. H has served two years as mayor.

U. S. DAILY RAISES PRICE

The subscription price of *The United States Daily* has been increased to $18.00 a year, 10 cents a copy.

Attractive Appearance —A Big Element

A big element in the success of a daily newspaper is its physical appearance, for this must first attract the favorable attention of the reader.

Every newspaper man knows that worn, broken and battered headings cannot give an atmosphere of snappy freshness to the news columns nor to the up-to-the-minute merchandise featured in the advertising. On the other hand, clean, bright headings and advertisements set in attractive, clean-cut faces command attention and not only attract readers to your news columns, but also get better results for your advertisers.

The fact that you can have these bright, new faces as needed daily, in unlimited quantities, at no extra cost and in the most desirable faces is the real secret of the tremendous success of the Ludlow. This is the reason why the country's successful newspapers, large, medium-size and small, have almost universally adopted the Ludlow System for producing ads and heads.

Regardless of what your idea of the best method of setting run-of-the-hook ads and heads may be, the system that sets the advertising of the nation's leading papers will be of interest to you. Let us tell you about it.

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago, Ill.

Boston: 470 Atlantic Avenue
New York: 63 Park Row
Atlanta: 41 Marietta Street
San Francisco: 5 Third Street

PRINCIPAL DISPLAY LINES SET IN LUDLOW CAMEO

A smaller size Ionic is as legible as a larger size of some other type face and the comparatively short ascenders and descenders give the lines an open appearance even when set on the same body size as the face; however, various degrees of leading may be used, based upon the paper's space requirements. The outstanding advantage of this new face is its conservation of vision, which it achieves mainly through its even, restful tone and the notably clear, full proportions of both the lower case and the capital letters. There are no pin-holes to fill up with ink and no fine lines to break down in stereotyping, both important factors from a mechanical standpoint, because they speed up production.

Boston Herald and Traveler

First Papers to Adopt

6¾ Pt. Ionic No. 5

The Newest Member of This Popular Family

TRADE **LINOTYPE** MARK

Now there is a complete range of sizes to meet every requirement. For news matter there is 6 ½ point if you want the greatest possible word count; 7 point if you want maximum legibility; 6¾ point if you want to strike a happy medium.

And for classified, markets, and legals there is 5 ½ point.

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

219.43

LINOTYPED IN THE GARAMOND FAMILY EXCEPT LARGE TITLE LINE

Now Set in TRADE LINOTYPE MARK Ionic No. 5

OEM SERIES S TODAY
Page 2

THE BOSTON HERALD

XI. NO. 122 MONDAY MORNING, MAY 2, 1927—TWENTY-FOUR PAGES

TRADE LINOTYPE MARK — TEXT SET IN 6¾ POINT IONIC NO. 5 WITH BOLD FACE NO. 2 — TRADE LINOTYPE MARK

Psychologist Praises Paper Using New Ionic Body Type

Points Out Ease with Which It is Possible to Recognize Letter and Word Forms In New Linotype Face

From The Philadelphia Record

When the "Philadelphia Record" first came out in its new Ionic dress, a number of its readers quickly acclaimed the improvement. Among them was Dr. Thaddeus L. Bolton, psychologist, who wrote:

"The appearance of this new type in the 'Philadelphia Record' shows at once several advantages over the type face previously used. The page makes at first sight a much better appearance and is much more pleasing to the eye. The difference thus noted is due to several things. The letters have heavier lines in a majority of their parts. The width of the letters is greater.

"Here are two factors of importance. The dark line is more easily fixated. The greater width of the letters makes the letters more readily recognized. Reading involves two forms of movement—the swing of the eyes from left to right and again from right to left, and the infinitesimally short halts that the eye makes in going from left to right during the actual reading process.

"There is a movement of the eye more or less characteristic of every letter, although in the actual process of reading there come to be movement.. characteristic of words and phrases only. Each of these types of movement involves starting and stopping.

Saves the Eye Muscles

"This fatigues the muscles. The less the number of stops, the less fatiguing will be the process of reading. The number of stops will be reduced in proportion to the readiness with which letters, then words and finally phrases are recognized.

"Any type that makes a word or group of words take on a character which is quickly grasped will be a boon to the reader. This new type used by 'The Record' does this.

"There is a minimum size of letter as well as a maximum size. The small letter will not be immediately recognized, the large letter will require a greater swing in eye movement. The aim is to get the greatest amount of reading done with the least muscular action.

"Another point is to be found in the ease with which the lines may be followed across the page and back again to the next line below. The body of the type is important in this respect. The new type used by 'The Record' does much to increase the facility with which the eye travels back and forth across the page, thus making it a most desirable addition to the newspaper, a boon to the reading public."

A Larger Lower Case Gives Ionic Better Legibility

Absence of Hairlines, Short Sturdy Serifs, and Space Inside Letters Are Among Many Contributing Factors

Lower case letters almost as high as the capitals accompanying them is the explanation of the great legibility of Ionic No. 5, the new Linotype text face. The relation between the two is purposely close because Linotype designers heeded the fact that small characters compose fully three-quarters of the average newspaper column. They produced an easy-reading font by giving greatest attention to its most read portion.

Not only did these designers make the ratio between Ionic's lower case and capitals greater than that of the average roman face. Descenders were shortened, capitals were heightened, and even more body added to the lower case. Into this large framework they built elements making for maximum legibility. As a result Ionic No. 5 has no hairlines; there is practically no difference.

Eye Specialists Endorse Linotype Ionic No. 5

"Bold faced type is always preferable for the eyes. It requires less strain and meditation. Any type which demands concentration is certain to strain the eyes and prove detrimental to them. In a quite natural way, the newer and larger type will prove beneficial to public eyesight."—Dr. C. A. Evans, Eye Specialist.

"The new type is a very great improvement and I was greatly interested when I saw the first copy of the News this morning presenting its news clearly and boldly. It can be read with perfect ease under an ordinary light."—Dr. J. M. Foster, Eye Specialist.

Ionic Type Is Appreciated by Readers Everywhere

"This new type is simply marvellous. I consider the use of this new type as one of the most marked advancements made in the printing of newspapers for many years. Here is a type that can be read with ease, which reduces the eye-strain, relieves fatigue and adds materially to the pleasure of reading."—Dr. Paul J. Pontius, Philadelphia, Pa.

"As one who is interested in more reading for every one, the great improvement in the legibility of The Journal type is a pleasing thing. The new type is easily read and, if possible, gives The Journal more personality."—Matthew Dudgeon, Milwaukee, Wis.

"Permit me to offer my sincerest congratulations to the News for the new type used in its pages. When I picked up the paper the improvement was so noticeable as to be almost startling. The improved type surely must be of great benefit to the eyes of the News' readers. —Mrs. J. H. Troutman, Denver, Colo.

"I noticed that the new Ionic carries a much heavier color without the muddy effect which is so noticeable in other type. Undoubtedly, there is less strain on the eyes in reading the new type than in reading the old. Anything that can be done to make newspaper print more legible is certainly a thing to be commended."—Dr. James Vandevere, El Paso, Texas.

"Without question the finest, clearest, most easily read type-face ever designed,

Motorists Race Train on Tracks; Hit; Emerge From Junk Little Hurt

Japo Speeds Slippers to Bride-to-Be While John Waits at the Church

Now Set in TRADE LINOTYPE MARK Ionic No. 5

Boston Traveler
ONE HUNDRED AND ONE YEARS A NEWSPAPER
ESTABLISHED 1825, 102D YEAR—NO. 234 BOSTON, MONDAY, APRIL 11, 1927 FORTY-FOUR PAGES PRICE TWO

OUR NEW TYPE

REPRINTED FROM THE BOSTON TRAVELER
OF APRIL 11, 1927

With today's issue, the Boston Traveler adopts a new style of body type.

This is the type that you, our readers, selected when we printed specimens of various kinds on our first page and called for your votes. It was your overwhelming choice.

This new type, large, clear and above all strikingly legible, is known as Ionic No. 5. It is the product of years of study, research and scientific experiment by the world's most skilled printing engineers. It has been indorsed by optometrists, oculists and scientists of national and international reputation.

For 101 years the Boston Traveler has been publishing a newspaper. Always it has kept pace with scientific achievement in the newspaper business. Always it has led in the adoption of everything that meant a better newspaper.

We know you will like and appreciate our—your—new type.

TRADE LINOTYPE MARK

Linotyped in Garamond

A Complete Range of Sizes in

IONIC No. 5

TRADE LINOTYPE MARK

7 Point

The British delegation of trade-union representatives, who came here on Tuesday at the invitation of "The London Daily Mail" to study reasons for the disparity between the high wages and prosperous living conditions of the American worker and their own lower wage standards, gained considerable light in a tour of several industrial establishments in Brooklyn yesterday.

They were curious to know how it was that the average wage of the American toiler virtually doubled that of his British brother, and how it was possible for industries here to offer such fat envelopes to their employees and at the same time compete successfully in world markets.

American More Productive

After a study of the Brooklyn Edison plant and the factory methods of the Mergenthaler Linotype Company in Brooklyn, the delegates remarked that one of the vital reasons for the disparity was that the American worker was capable of producing and actually did produce more than the British toiler in a given time.

This he was enabled to do, they learned, because of the high standards of efficiency obtaining here, mass production methods, the utter perfection of organization for which the American industrialist seems always to be striving, and labor-saving devices evident on every hand.

The comments of the delegates were voiced by Sir Percival Phillips, special correspondent of "The Daily Mail"; Fenton MacPherson, of the same newspaper, and William Mosses, J. P., who had a prominent part in the British Labor Ministry during the war.

English Conservative

Mr. MacPherson also noted that the welfare facilities offered by the American plant were much more elaborate than in England and that equipment and quarters were more beneficial. This was evidently the result, he observed, of the frequent scrapping of plants here to make way for expansion and development. His countrymen are loath, he said, to tear down a building that has served twenty years or more.

Mr. Mosses dwelt on the turnover capacity of the American employee.

Set on 8 Point Body

6¾ Point

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Mr. Mosses dwelt on the turnover capacity of the American employee. The average industrial worker here, he noted, was of as high moral type as his British confrere, and is much better equipped for his job both with respect to knowledge and tools. "There is no doubt," he

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"And this is how we are permitting

Set on 7 Point Body

5½ Point

COUPLE, $1.25; German cook, butler-useful man; also Swiss-American first-class chauffeur-mechanic, cook; four years last position; thoroughly efficient; excellently recommended. Modern Agency, 200 East 72d. Butterfield 04.

COUPLE, German; gardener-houseman; excellent cook; 2½ years last position; $164. United Agencies, 165 East 72d. Chelsea 0283.

COUPLE competent cook, housekeeper, experienced useful butler, valet; references. Lennert. Butterfield 4265.

GARDENER - CHAUFFEUR, married, one child; fifteen years' experience any make car. Grow flowers, vegetables, out and indoor, landscape gardening; capable supervising estate; wages $150 month; unfurnished cottage with privileges; highest references. L 146 Herald Tribune Bldg.

GARDENER, head, single, long practical experience under glass and all outdoor gardening; references. L 147 Herald Tribune

LEGAL NOTICES

SUPREME COURT, NEW YORK COUNTY—PETER F. MURPHY, Plaintiff, against E. DEAN FULLER, Defendant.

YOU ARE HEREBY SUMMONED to answer the complaint in this action, and to serve a copy of your answer, or, if the complaint is not served with this summons, to serve a notice of appearance, on the plaintiff's attorney, within twenty days after the service of this summons, exclusive of the day of service. In case of your failure to appear, or answer, judgment will be taken against you by default for the relief demanded in the complaint.

The foregoing summons is served upon you by publication, pursuant to an order of Hon. Phoenix Ingraham, dated the 3rd day of December, 1926, and filed with the complaint in

Set 14 lines to the Inch (Short Descenders)

HAVANA RESULTS

FIRST RACE—Purse $700; claiming; three-year-olds and upward; five and one-half furlongs.

Play Hour, 115.....(Henslein) 4-1 8-5 4-5
Gussie P., 107.....(Dale) — even 1-2
Kalakaua, 110.....(Catrone) — — 6-5

Time—1:07 3-5. Liborio, Bellefonte, Voorfloor, Pilades, Seapen, Baalbeck II, Zoona, Clean and Bachelor's Error also ran.

SECOND RACE—Purse $700; claiming; three-year-olds and upward; five and one-half furlongs.

Lew Pope, 115.....(Groos) 8-1 3-1 8-5
Lieut. Farrell, 110...(Fishman) — even 1-2
Cappie, 107.....(Pickens) — — 2-1

Time—1:07 3-5. Ceres, Adventuress, P. T. Barnum, Acquitted, Little Jennie, Eileen M. Ranock also ran.

THIRD RACE—Purse $700; claiming; three-year-olds and upward; five and one-half furlongs.

Appellate, 108 .....(July) 4-1 8-5 4-5
Winding Th'gh, 107..(Pickens) —even 1-2

DOMESTIC BONDS

Sales (000 omitted).	High.	Low.	Last.	chge.
1 Alum 7s '33.....	106	106	106	——
37 Am G & El 6s.....	100½	100	100½	+ ⅛
21 Am P & L 6s.....	100	92½	99½	——
2 Am Roll M 6s.....	103	103	103	——
20 Am Seating 6s.....	99½	99½	99½	——
6 Am W Wks 6s.....	97⅞	97¾	97⅞	——
3 Anacon Cop 6s.....	102	102⅞	102⅝	— ⅛
10 Appala'n Pr 5s...	94⅞	94⅞	94⅞	— ⅛
16 Assoc G & El 6s..	102	101⅝	101⅝	— ¼
18 Assoc S H 6½s...	97½	97½	97½	——
5 Atl Fruit Inc 8s...	19	19	19	——
9 Beaver Bd 8s.....	99	98¼	98¼	— ½
5 Bell T Can 5s....	100¾	100¼	100¼	— ¼

Set on 5½ Point Body

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

Display in Linotype Garamond except large title line

ADVENTURES IN NEWSPAPER PUBLISHING

I.—BATTLING THE OLD FREE LIST

By N. E. W. SOUTH

This is the first of a series of intimate stories written from "the inside" by a newspaper publisher, who for obvious reasons cannot disclose his own identity or that of the newspaper about which he writes.

AVE been through many battles in ny newspaper career, but I think nost illuminating and soul satisfy- scrimmage was that which came as the result of my determination ean up the free list of the *Blanks- Eagle.*

il I say scrimmage? It was more a battle-royal, with all the other cipants joined in the one fell pur- of handing me a K.O. so that they t retain their ancient privilege of ug the paper, and as many copies as they liked, free gratis, for noth- or words to that effect.

ortly after going to Blanksburg as al manager of the Eagle, I began idy of its circulation methods, and the first thing I discovered was the free list ran somewhere around copies daily. Now, the total net circulation at that time was some- less than 8,000, so you can see the free list percentage was rather to put it politely.

alled in the circulation manager and l him the why and wherefore of open-handed liberality.

Well," he said, "pretty nearly every ess man in town gets a free copy by of the advertising department, and politicians of our party get free cop- by order of the old manager, who also an owner, and members of the e staff have their friends they want n care of and they get free copies, that's the way the list has been built

see," I said, adding, "I suppose the s here listed comprise our total free bution?"

Well," said the C. M., "that's all to n we deliver free copies every day. it's not the entire free list. There's s, the janitor of the building next —it's owned by one of the paper's holders; Jones gets 20 copies every And Singer's department store s a man up every evening for 25 s. And the police get another 25, the firemen the same, and quite a few he office-holders at the court house by on their way home and pick up s, and—"

And I think it's about time all this t came to an end," I broke in.

Do you mean we'll cut off the free s?" the C. M., asked, aghast.

ust that," I said, "and at once."

There'll be hell to pay," he pro- d. "Why, a lot of these men, and re leading citizens of the town, too, been getting the paper free for as as I have been on it and I started s a newsboy."

Tell me," I said, "isn't it true that ably a thousand copies of this paper being given away every evening to st anybody who has had the nerve alk up and get his?"

he C. M. reckoned that I had just t guessed the sum total of the le's free daily distribution.

Well," I asked, "how would you, as Eagle's circulation manager, like to his free circulation go over into your net paid column? That is just re it is going in the next few weeks." s the first definite step toward that I drew up a letter to be sent to all business men of the town, advertisers non-advertisers, whose names ap- ed on the free list.

Dear Fellow Business Man," it ran. inning with the issue of March 10, Eagle will no longer be delivered to each evening by boys in the em- of the Eagle Company, but by in- ndent carrier boys.

These independent carrier boys are, effect, business men like yourself. y buy the Eagle at wholesale from and retail it to you for 15 cents a k, delivered at your home or place business, as you may designate, and collecting from you each week for the paper.

"In other words, the Eagle, after March 10, will no longer have a means of delivering the paper to you free, and we feel sure that you will be only too glad to recognize the business enterprise of the new independent carrier boys by giving them your order for the paper to be delivered at your home or place of business at the regular price of fifteen cents a week.

"Of course, it is understood that whenever you have an advertisement in the Eagle, copy of same to show proof of publication will be sent to you by us, but such copy will be forwarded by mail, following a customary newspaper practice."

The advertising manager of the paper actually talked himself hoarse when I showed him this letter. His assistants were equally voluble and earnest in their pleas not to take this step. And running all through their torrent of protest was this refrain: "We've got to give them the paper free if we're going to get their advertising."

That was the basic argument—you had to give the business men of Blanksburg petty graft in the way of a free paper if you hoped to get business from them.

"All right," I said, at last, "maybe you're right." The faces of the advertising department began to brighten. "And maybe you're wrong. The sooner we know the facts, the better for all concerned. I am going to let this letter find out the facts for us. It is going out at once."

I had it set up in the job shop as a form letter, and sent it out without superscription, so as to minimize that "important look" as much as possible in the recipients' minds. Then I sat back and waited for the explosion that I had been duly warned would follow.

I never knew letters to be delivered so quickly. It seemed as though I had scarcely finished signing the last of them as general manager before I began hearing from them.

The first protest was from the highest class merchant in the city—a man who is known far and wide for the top-notch quality of his merchandise and his fair dealing with the public. He fairly spluttered his indignation over the telephone —declared it was the most outrageous thing he ever heard of, and if he couldn't continue having the paper delivered to him at his home, the Eagle needn't look to him for his continued friendship. Not that he objected to paying any one 15 cents a week for the paper—that wasn't it—it was the principle of the thing. As long as he had been in business in Blanksburg, he had received the Eagle free, advertising or no advertising, and just because there was a new management, why, that was no good and valid reason why he could not have the paper free any longer.

There was a great deal more from him like unto the above—and from his fellow business men, who were only seconds behind him breathing fire and slaughter. It was quite the worst hornet's nest I ever stirred up in my life, and friends and enemies have never classified me among the pacifists.

To add to it all, quite a few of the free-listers carried their angry protests to my silent partner, for many years a resident of the town, and got him all worked up. And to cap it all, three advertisers who had been regular Friday "copy" for years refused to go in the current Friday issue and, what's more, swore they'd stay out until they were given back their free copies of the Eagle.

The advertising department was in a deep blue funk, and so was everybody else, pretty near, on the paper. I'll admit that I was a bit nerve-shaken myself. But somehow I couldn't bring myself to believe that the leading business men of Blanksburg were really as "small" as their vehement and threatening protests to me apparently made them out to be, and in the hope that I could find a way to appease their wrath and make them see straight, I determined to call upon the more vigorous of the protestants who had not yet reached the point of ordering their advertising out of the paper. As to the fellows who had actually stopped advertising because of the new no-free-copy rule, I instructed the advertising department to leave them alone.

"They will have to walk into this office and offer us their advertising without any solicitation on our part," I said. "That's the only way in God's world they can ever get back into the paper."

Well, the first man I called on was the high-class merchant with the reputation for fair and honest dealing who had beat all the others to it in registering his kick. He was standing by a counter displying fine handkerchiefs when I met up with him. An inspiration flashed over me.

"Mr. Dodge," I said, "those are very beautiful handkerchiefs. I am going to take one and walk out of your store with it without so much as thanking you for it."

"You just try it," he retorted, "and you'll find me hanging on to your coat tails before you have taken two steps toward the front door."

"Certainly you would," I grinned, "and you'd be right in grabbing me and hollering for the police, besides. Every one of these handkerchiefs is the product of a factory. It has cost some one so much to make it. It has cost you so much to buy it for sale here in Blanksburg. You can't afford to give it away and still hope to keep this fine store of yours going for the benefit of the people of this part of the country.

"Mr. Dodge, that's just the fix I'm in with the Blanksburg Eagle. It isn't a charitable institution, any more than your store is. It has certain things to sell. One is printed copies of the paper each day, and these copies are just as much a factory product as these handkerchiefs or anything else you have for sale in this store of yours. But you want me to give you my product free every day, and you won't let me have free just one of these handkerchiefs. I'll admit that each of these handkerchiefs cost more to make than a copy of my paper does, but it costs me a large part of the 3 cents that I ask for a single copy of the paper to manufacture it in my factory, and if I am to give you free every day in the year that which I manufacture at such heavy cost, why shouldn't you do the same by me once in a while?"

Mr. Dodge left off rearranging the handkerchiefs and turned to me.

"I'm going to tell you something," he said. "I have been so doggoned mad over that letter from you that I did not want to see you when you came in here a few minutes ago, and I'd just about made up my mind to quit advertising with you. But I also want to say that talking here with you has made me see the thing in a different light. You sell a factory product, so do I, and we've both got to get a fair price for it if were to do our part in building up the community. Put me down for the paper and tell the boy who delivers it to collect his 15 cents a week for it."

That afternoon I called on perhaps a dozen disgruntled business men. I used the same argument on them that I had on my first "prospect," fitting the talk in each case to what the man had to sell, and invariably I got him to see the "light."

Then I went back to the office and called in the advertising, circulation and business departments. I told them what I had said to Dodge et al and instructed them to sing sweetly the same song to all who kicked to them. They did forthwith, and nine times out of ten the argument worked with them, too.

But before we could get around to handling all the irate "subscribers" (please note the quotation marks) in this way, one man, a lawyer, threatened to bring suit to enforce free delivery of his paper. In the real estate business on the side, he had been in the habit of inserting classified ads from time to time, and he held that an implied part of the agreement between him and the paper was that in return for this occasional copy he would get a free paper 365 days in the year!

A garage proprietor who had not advertised for months blustered that we

NEW JIJI SHIMPO BUILDING IN TOKIO



Erected at a cost of 2,150,000 yen (about $1,000,000), the plant of the *Tokio Jiji Shimpo* shown above is one of the most modern newspaper publishing plants in the Orient. The newspaper occupies the basement and the first three floors, while the upper two floors are given over to business offices.

would never get another nickel's worth of business from him. The answer to that one was easy—I ordered the circulation department to stop buying gas and oil from him for its delivery equipment, and the gentleman in question walked meekly in in due course and ordered that the paper be sent to him at the regular price for city delivery—15 cents a week. The prize remonstrance, however, came from one of the wealthiest men of the town. He and the former manager had been boys together and, by God, it was an insult to his old friend's memory to cut him off the free list. Yea, verily, the tribulations that came upon me when I attempted to cut off the Blanksburg Eagle's free list taught me the bed rock truth in that old saying, "Ain't human nature grand?"

After two or three weeks we had the business men, as a whole, pretty well pacified and in the net paid column on the daily circulation reports. Meanwhile, as the miscellaneous free readers—police, firemen, politicians and "friends of the paper" generally—pouted, sulked and squawked, they were told simply, and in good humor, that, whereas the paper might not have been worth anything before, it was now a darn good 15 cents' worth a week, and wouldn't they like to join the constantly increasing list of paid readers and keep up with what was what and why in town, because never again was there going to be a free list on the Eagle. One by one, they, too, came in as paid readers, and pretty soon the office force began to wear the look of a cat that has dined sumptuously on a cageful of canaries.

Oh, yes, about those business men who actually did withdraw their advertising because of no more free Eagles.

Following my instructions, the advertising department left them to their own devices, though I must confess that the "boys" more than once asked me to renege and also personally to solicit the stubborn ones. But I had my Dutch up, too, and—

Well, late one Saturday afternoon, just as I was starting to dinner, I bumped into the biggest of the "hold-outs" coming out of the deserted advertising quarters. I shot him a hearty handshake and asked if I could do anything for him.

"Well—er—well, I was looking for an advertising man to have a little talk."

"They're all gone, so let's you and I have the talk," I said, and led him to an easy chair.

As he settled into it, he cleared his throat.

"First off," he began truculently, "I don't want you to get the idea that we quit advertising with you just because you stopped my free copy of the paper and my partner's."

"Not at all," I said, heartily.

"We quit because we had been planning for quite a while to use only one paper," he went on.

"Certainly," I said. "It was your money and you had a perfect right to make your choice without my butting in."

"Oh—er,—well, what are your rates now?"

"The same as when you were advertising with us, but with our steady increase in actual net paid circulation, they will be raised shortly."

"Well, if I come back, do we get free copies of the paper?"

"Mr. Lundin," I said, "no man appreciates that which he gets for nothing. I hand you a 25-cent cigar. As you light it, you consciously, unconsciously or subconsciously ask yourself, 'What's he working off on me anyhow?' I fail to offer you a cigar, so on your way out you stop at the corner cigar store, plank down a hard-earned dime for a smoke, light up and get unqualified satisfaction out of the first puff, and all because you have had to pay for your enjoyment. No, I will not put you and your partner on the free list if you come back with your advertising, because I want you and him to appreciate the real value of the Eagle to your firm as an advertising medium, and I want each of you to appreciate the real service it is giving to you as an individual every evening in putting the news of the day before you."

For perhaps 30 seconds Blanksburg's leading clothing merchant stared at me without saying a word. Then, still without speaking, he got up out of that easy chair and went away from there out into the street.

The business manager, who had been hovering anxiously in the offing, stuck his nose in the door. "What did he say?" he asked.

"Nothing—not a word."

The business manager beamed.

"Then he's coming back in," he said.

I had my "doots." But the business manager knew his man. Within an hour after the office opened up on Monday morning, a Lundin clerk brought in an envelope addressed to the advertising department. It contained an order to run a Lundin ad three times a week, beginning that day, and copy for the first insertion was enclosed.

Lundin's came back for no other reason under heaven than that it had hurt their business to stay out. For the same good and sufficient reason the other hold-outs one by one walked up to the counter and began doing business in the same old manner—minus the free copy of the Eagle delivered every evening at the paper's cost at home or place of business.

So at last the battle of the free list came to a happy ending. It was exciting and nerve racking while it lasted, and we probably committed our full share of errors of strategy and tactics, but, as I look back on it, I am more than ever convinced that it was worth while fighting to a finish and a good thing for every one taking part in it.

It taught the business men generally to respect the paper and to look upon it not as a plaything of a group of politicians, but as a business with very definite problems of income and outgo akin to their own. It proved to the "hold outs" that the old sheet after all was the real business getter for them they had always been told it was—a statement which they had discounted as advertising soliciting exuberance.

It made police, firemen, politicians and "friends of the paper" generally realize that the Eagle really was not dependent upon their favor for the news. It taught the Eagle's workers in every department that a newspaper was just as much a business institution as any store or factory or bank in Blanksburg and had to be run as such if they were to get "theirs" regularly. And that slant on the newspaper "game" is something that, even in this so-called crassly material age, too many otherwise bright newspaper men fail lamentably to get hep to.

The second article of "Adventures In Newspaper Publishing" will appear in an early issue.

POLICEMAN ON TRIAL FOR MELLETT MURDER

A JURY of nine men and three women will try Floyd Streitenberger, former Canton policeman, for the murder last July of Don R. Mellett, editor of the *Canton Daily News*. The jury was completed in record time Tuesday.

Immediately after it was impanelled the jury was taken to the Mellett home where the killing occurred.

Streitenberger is the fourth man accused in connection with the shooting. Patrick McDermott, convicted of the actual slaying, and Ben Rudner, convicted of having hired McDermott for the deed, are serving life sentences in the Ohio penitentiary. Louis Mazer, the first man arrested, is still in jail and is expected to be used as a state witness against Streitenberger.

PUBLISHING FIRM FORMED

The Fox Valley Publishing company, Dundee, Ill., has been incorporated with $6,000 capital to own, operate and publish newspapers. Merrill O. Calame, W. Stanley Roberts and Warren S. Jackman are the incorporators.

DAILY'S EXPEDITION RETURNI

3,700 Specimens Obtained by Chica News—Field Museum Party

The *Chicago Daily News* Field Muse scientific expedition, having completed seven months' trip through Abyssinia, in Khartum. In their travel by mule a camel caravans over 1,600 miles of mo tain country, the explorers obtained total of 3,700 specimens comprising 2,(birds, 1,400 mammals and 300 other cr tures.

As a tribute to the backers of the e pedition, Dejusmatch Ayalu, a chief in northern provinces of Abyssinia, h named a high mountain in his distr "Strong's Peak" in honor of Walter Strong, publisher of the Daily News.

EDITOR'S SENTENCE SUSPENDE

Capt. Harry Allen Ely, 73-year-o New York editor, who was sentenced a penitentiary term for criminally lib ling Municipal Court Justice Willia J. A. Caffrey of the First District November, 1925, made a public apolo last Tuesday, which won for him a su pended sentence. His sentence was stay for three years by General Sessio Judge Francis X. Mancuso, who order Ely to report to a probation officer on a month for two years. Ely was edit and publisher of the *New York Tena* a rent payers' publication, which March 21, 1924, published an article e titled "Scofflaw Judges."

SATURDAY PAPER LAUNCHED

The *Troy* (N. Y.) *Saturday Globe*, outgrowth of the abandoned *Utica Sat day Globe*, was published for the first ti this week, coming close on the heels absorption of the *Troy Sunday Budg* by the *Troy Sunday Observer*. T Globe started as a four-page tabloid, i corporating many of the features of t old Utica Globe. Thomas H. Curry Troy is publisher.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, RICHMOND, ATLANTA, BUFFALO, PITTSBURGH, CLEVELAND, DETROIT, CHICAGO, CINCINNATI, ST. LOUIS, MILWAUKEE, MINNEAPOLIS, KANSAS CITY, DES MOINES, DENVER, LOS ANGELES, SAN FRANCISCO, PORTLAND, SPOKANE, WINNIPEG

Leads!

Every Newark and New York week-day newspaper in volume of Advertising.

Leads ALL week-day newspapers in the United States in National, Automobile and Classified Advertising.

Leads in productiveness to its advertisers.

Leads Every New Jersey Newspaper in volume and class of Circulation.

HOME DELIVERED TO 8 out of 10 of the English-speaking families in Newark, New Jersey, and read by every member of every family.

Newark Evening News

Eugene W. Farrell
Business and Advertising Manager
215-221 Market Street
Newark New Jersey

O'MARA & ORMSBEE, *Inc.*
General Advertising Representatives
New York Chicago Detroit San Francisco

More than 195,000 Daily

CHARACTER QUALITY AMERICA FIRST! ENTERPRISE ACCURACY
Los Angeles Examiner
AN AMERICAN PAPER FOR THE AMERICAN PEOPLE — THE GREAT NEWSPAPER OF THE GREAT SOUTHWEST

More than 425,000 Sunday

Daily — MAY 14, 1927 — 10¢ Sunday

OS ANGELES EXAMINER GROWTH AMAZES JOURNALISM

STIMONIAL FILES GIVE UP INTERESTING "THANK YOUS"

HEST PRICED AND THOUT PREMIUMS

aling achievements in circulation that rought expressions of amazement from ion managers, newspaper publishers and sing agencies throughout the land, the geles Examiner with its Government re- March 31, exhibited a seven-year growth, he U. S. Census of 1920, that bids fair nd alone in the annals of American perdom.

he first place, the figures as of March 31, showed a growth during the circulation at was greater than that of any other n Los Angeles whether morning, evening nday. To the already supreme morning readership six days a week, The Examiner 25,867 circulation. To its Sunday read- up, which has been double the other Sun- per for a considerable period, it added

brought the net-paid six months' average week-day Examiner up to 197,641, and nday Examiner up to 425,308, at a higher han subscribers have to pay for any other in Los Angeles.

ulation managers, acquainted with The ner's policy of never giving premiums to old subscribers, will be particularly in- g in the figures above, as will advertisers preciate the additional value of a reader- ained on merit alone.

Seven Years Upward

consider further analysis of the trend wspaper reading in Los Angeles. The for the past seven years show:

66 out of every 100 NEW readers of a week-day morning paper in Los Angeles chose The Examiner

75 out of every 100 NEW Sunday paper buyers also preferred this paper.

how about the *other* newspapers? Here's very 100 NEW buyers of ANY newspaper s Angeles during the past seven years ed their choice of reading.

l on six-day only, in fairness to evening which publish no Sunday editions.)

36 chose The Examiner
22 chose an evening paper
20 chose another evening paper
16 chose the second morning paper
6 chose a third evening paper

100

though that were not a sufficient bit of ce, Los Angeles added approximately 0 families in that seven-year period. The ner, six days a week, added 126,261 cir- n, and on Sundays 275,283!

case for reader-preference rests with the

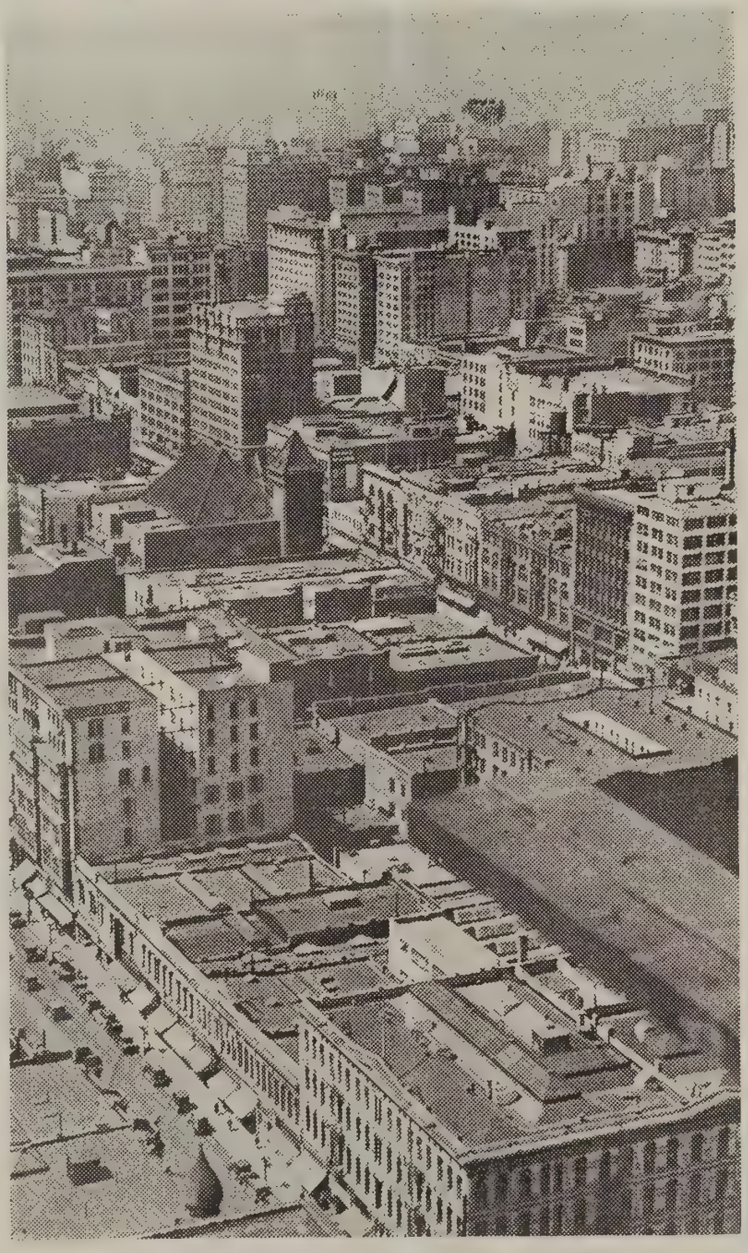
Angeles P. O. Increase Nearly Twice Average

postal receipts of Los Angeles for March a gain of 6.51 per cent over the re- of March, 1926, whereas, according to re- made to the Postmaster-General, the e gain of the fifty largest cities for this period was but 3.39 per cent.

Los Angeles receipts were $816,358; arch last year they were $766,449.

Francisco's receipts were $757,404, as ed to $724,580 in March a year ago, a of 4.53 per cent.

Just a Small Part of Fifth U. S. City



Southland in Prosperity Era!

Los Angeles and Southern California Enjoying Fruits of Productive Wealth!

Los Angeles is riding on the peak-wave of prosperity!

Deluged by productive wealth that brought $90,000,000 from Los Angeles County's agricultural activity last year, a billion and a quarter from her factories, and over half a million barrels of oil into her lap every day for 365 days, and is still doing it, Los Angeles is spending her money lavishly, piling up material comforts.

Homes are being reared at the rate of one every 46 minutes; over $850,000,000 is going through the clearing house monthly, or close to $850 for every man, woman and child in the city; bank deposits are piling up and have gone well past the $1,100,000,000 mark; during the month of March, in Southern California (over half the population of which is in Los Angeles County) 11,265 automobiles were sold, while a further analysis of automobile sales show that 33⅓ per cent of Southern California automobile owners have more than one car, as against 18 per cent for the Nation.

Additional wealth is pouring in from exports which, last year, increased 30% over the previous year, while imports went up 11 per cent, showing a net trade balance in favor of Los Angeles, of 19 per cent.

Los Angeles is well off; in fact, better off than any other large city in America, for purchasing power analysis by such experts as H. G. Weaver of General Motors and Dr. Paul H. Nystrom, foremost authority on retail trade, show this section to have a spending ability per individual twice as great as that of the nation as a whole, while the per capita annual income of $1107 for Los Angeles County, surpasses that of any other county in America.

THOROUGHNESS AND VERSATILITY SHOWN

Dipping into the files of current expressions of thanks we emerged a few days ago with three choice bits of testimony of The Examiner's ability and versatility in delivering for the advertiser. Number One came from a man who sells cabin-sites up at Arrow-Bear Lake, in the mountains above Los Angeles, a playground place for people who can afford to indulge in such pleasant ways of life. The gentleman goes down rather heavily on the loud pedal, but that was his enthusiasm expressing itself. You may apply restraint where good judgment dictates, in reading this, but you'll understand, we believe, that the writer felt rather grateful: Here's the letter:

"It is little short of remarkable the way we are securing answers to our 'Historical Contest' running each Sunday in The Examiner. This contest has proven to us that your paper is the largest medium in the West, and I am almost baffled at the great returns from the small space used. As an experienced advertising man I am used to successes as well as disappointments—but it is my candid opinion that our advertising now being used in your paper is bringing returns far greater than could be secured from any other similar medium in the World.

"In addition I might add that the people who enter our contest are of the very highest type—the very class of people we desire to patronize Arrow-Bear Lake and secure homes in Arrow-Bear Park—the 'Playground Above the Clouds.'"

(Signed) M. P. Carlock, Pres.
Arrow-Bear Realty Company.

From a Clothier

Number Two came from Mr. Leo S. Fonarow, who sells clothing, and who has a sagacity for analyzing his advertising expenditures that is little short of remarkable. It is no new thing for him to write us of Examiner resultfulness from his viewpoint, but this time he has discovered a somewhat different slant. He has found that new business secured for his establishment through his Examiner advertising, costs 60% less than new business secured through other advertising. Not for just a day, not for just a month, not for just a year. . . . but for fourteen consecutive months!

We offer his letter herewith:

"As you know, we tabulate how we get each new customer and in checking over the results for the past fourteen months, we find that the Examiner new business costs us 60% less per customer than any other paper we are advertising in.

"This should be good news to you and is very gratifying to us. We do not hesitate to give credit when credit is deserved."

Admires Survey

A. J. Olsen, guiding hand of the A. J. Olsen Advertising Agency of Los Angeles, wrote letter Number Three, neither about summer-cabin sites on the rim of lakes, nor about clothes, but in connection with the thoroughness that characterizes every Merchandising Service survey the Examiner lends its talent to. Many papers now have Merchandising Service Departments. The Examiner claims no distinction on that score. What it does claim is intelligent guidance of that department and thoroughness and accuracy of reports for the guidance of salesmanagers. Mr. Olsen writes:

"The survey of the hand cleaner market, made by your merchandising service, reached me today. Let me compliment the Examiner on the thorough way in which it was conducted and the neat way in which it was presented. I found the information contained in it very interesting and helpful.

"The advertisements which have run during April seem to have pulled unusually well."

ADVERTISER'S FAITH IN NEWSPAPERS STRENGTHENED BY EUROPEAN TRIP

Grace Walton Finds "Women the Same the World Over"—Respond Quickest to Advertising Placed in the Dailies, She Says—Sees Opportunities for Americans Abroad

By GRACE WALTON

Advertising Manager, Julius Kayser Company

Miss Walton returned recently from a trip abroad undertaken with a view to studying market and merchandising conditions in the Scandinavian countries. EDITOR & PUBLISHER *asked her to write her impressions, which are herewith reproduced.*

"WHAT fools we advertising mortals be—or is it only I"—that was the question which knocked on my brain after leaving first Oslo, then Stockholm and then Copenhagen. And I kept saying, "How can American manufacturers who advertise know these countries from an advertising point of view without coming to them—and studying the possibilities, the marketing value, the ways and methods?" How can it be put across without knowing, for certainly a little bit of knowledge and theory is dangerous business.



GRACE WALTON

I answered this by "They leave it to the advertising agency." With all due respects to agencies, that system reminds me of a doctor who takes it upon himself to recommend by mail, medicine for a patient he hasn't seen for five or ten years. If long distance medicine recommendation was put into effect it ought to stimulate the undertaking business greatly. And the same takes effect in advertising and merchandising in foreign lands—it's bound to.

I believe I am quite safe in saying people are the same the world over—what differs is the country. They all have legs, arms, hair, etc., and they all react to the beautiful and personal decoration which can better be termed in this instance as "Style." They all have minds, and they all read and write. The great difference comes in language, food, inconsequential habits and climate.

Have you ever stopped to think that the entire world reads newspapers? People in litle towns and big cities follow them as they would the Bible. If one must make the cruel comparison between the number of papers with the number of magazines printed in a country, it is safe to say there are 100 to 1. There is no question but what nine American advertisers out of ten get a mental picture of advertising being divided in the same proportions between newspapers and magazines in foreign lands as they are in the United States. Yes, and with this mental picture we all make the mistake of preparing copy of a magazine good will nature for both mediums. Or if the job is left to the foreign agency the copy is bound to be heavy and uninteresting because they have never known anything else or yet felt the results from quick selling style advertising. One must never lose sight of the fact that newspapers were created to carry news—that is their prime object—therefore, the advertiser should use this medium with the sole idea of announcing something new and creating an impression.

A newspaper is dead in less than 24 hours and once read is thrown away and forgotten. Of course, if a manufacturer can afford to use the newspaper every day in the week and every week in the year, he can also afford to use and run the kind of copy he jolly well pleases, for constant repetition always wins. There are few, however, who are lucky enough for this, and therefore must be of an analytical nature in order to put the game across in the most profitable way. We Americans should make our ads tingle with news and interest, for surely our products are far more novel to the foreign reader than those made in their own country.

Picture Oslo with a population of 250,000, Copenhagen with 900,000 and Stockholm with 500,000 and compare them with St. Paul, Detroit and San Francisco. What do you see? First of all busy streets which are crowded with smartly dressed women and, of course, men (the latter being of little account) who are rushing in and out of up-to-date stores and buildings. "Smartly dressed"—that means nothing at all except that instead of visualizing style as a bird which flies from Paris to America one finds a nest of birds, which fly north and south, east and west. In some respects it is easier for these style birds to get into these countries, for Paris, at most, is only two days away—which means people travel and bring back the ideas almost over night—but for the poor people who cannot travel, news is delayed, for there are few, very few, good style magazines, and these people must rely on the stores to give them the styles through their daily advertising and store displays. What a chance for the American manufacturer—whether he be one selling automobiles or fancy goods—for here the newspapers can carry the message with little or no competition.

One notices how far superior the foreign posters are to those in America—so full of color, simplicity and striking design. How strange, then, that the newspaper ads are so backward. Is it because America with her ideas of advertising has stunted their initiative or is it because the medium of black and white, small space strikes fear into their colorful souls? It takes a bigger man than I am, "Gunga-Din," to answer this deep question. All I can say is there is a big chance for someone to revolutionize.

I had a young advertiser say to me: "Why, those modern selling ideas will never go across in Copenhagen." I'm wondering how many young American advertisers said that very thing about this country no more than ten years ago. I, for one, can think of several who felt and talked like that and later lost their jobs. And so, if American women will respond to up-to-date advertising of a style nature, it is my belief that women who are American in every way, save language, will also.

ISSUES MARKET SURVEY

The *Indianapolis News* recently issued the 1927 edition of the "Indianapolis Radius," which carries market data for general advertisers.



BARTHOLOMEW PROMOTED

Made U. P. Pacific Coast Manager—Palmer in Charge of News

Announcement was made this week of the appointment of Frank H. Bartholomew as manager of the Pacific division of the United Press, in charge of both news and business succeeding H. E. Swisher, who has become managing editor of the *Hollywood* (Cal.) *Citizen.*



F. H. BARTHOLOMEW

Bartholomew heretofore has been Pacific Coast business representative. Prior to that time he was manager of the United Press bureaus in Los Angeles and Portland, Ore., and business representative in Texas.

Associated with Bartholomew on the coast will be D. N. Palmer, as manager of the San Francisco bureau. Palmer was formerly in the Denver bureau. He will be on "the desk" at San Francisco, in direct charge of handling the news, while Bartholomew plans to spend much of his time traveling.

NEW TEXAS DAILY

The *Midland* (Tex.) *Daily Gusher* has been inaugurated as an afternoon, except Saturday, and Sunday morning publication, by Noble & Bailey. Calvin Noble, managing editor, has been publishing the *West Texas Gusher*, weekly, at Midland. Joe L. Bailey is from Brownfield, Tex.

GRAPHIC'S SPORTS BANQUET

The *New York Evening Graphic* held its second annual sports dinner at the Hotel Astor on May 12.

EDITORS TO TOUR STATE

A "Know Tennessee" press tour been arranged to follow the second an convention of the Tennessee Press Ass ation which will be held at Nashv Monday, May 16. The tour will be 17, 18 and 19. Towns and cities on itinerary are Dickson, Bruceton, Pa McKenzie, Milan, Humboldt, Jack Trenton, Union City, Martin, Gi Dyersburg, Ripley, Covington, Memphis.

GATINEAU MILL PRODUCING

Production of paper on a commer basis has been started at the Gatin mill of the Canadian International Pa Company. One machine is in opera and three others will begin produc within a few months. The machines designed to produce 1,200 feet of 256-i paper a minute, or 150 tons of pape day.

WANTS E. & P. BACK NUMBER

To complete the EDITOR & PUBLIS files, Herbert Putnam, librarian of Library of Congress is asking for following issues of this paper, now of print:

Jan. 26, 1924; Jan. 31, 1925; Feb. to May 18, 1918; and June 8, 1918. Putnam will appreciate any assista readers of EDITOR & PUBLISHER can g him in completing the files.

TO PRESERVE EDITOR'S HOME

The log cabin of Charles W. Penro editor of the *Deseret News* for a num of years and a hymn writer who die year or two ago at the age of 93, is to preserved as a memorial. It is located Farmington, near Salt Lake City.

GIFT TO LIBRARY

T. P. Hause, editor of the *Interla* (N. Y.) *Review*, has presented the Int lake Library with bound copies of Review for the past 39 years, making complete history of the community.

The ALTOONA MIRROR

published

1,120,448

lines of advertising in April

158,200

lines of the above was national advertising, a gain over April, 1926, of 31,640 lines.

Circulation statement for six months ending March 31st—29,231.

96.8% of the families who receive the Mirror are conscious of preferring the Mirror for advertising purposes.

The ALTOONA MIRROR

Altoona, Pa.

Business Direct

Fred G. Pearce, Manager of Advertising

Margy's coming to town in a new daily comic strip

"MERELY MARGY—

an awfully sweet girl"



by the great **John Held Jr.**

Neat

Sweet

Petite

THE FLAPPER WIT OF THE AGE OF YOUTH



Copyright 1927 King Features Syndicate, Inc.

All the World Is Falling in Love with Her, for She Is Indeed Adorable!

For Release NOW! — In Six Column Mat Form

Wire or Write for Terms and Reservation

KING FEATURES SYNDICATE, Inc.

241 West 58th St. **M. KOENIGSBERG, President** **New York City**

SULLIVAN DENIES INDUCING TRADE BODY TO ISSUE ADVERTISING COMPLAINT

Former Secretary of Association of National Advertisers, Controverting A. N. P. A. Agency Report, Says He Fought for Years to Keep A. N. A. from Commission Controversy

JOHN SULLIVAN, who resigned as secretary of the Association of National Advertisers in November, 1924, in



John Sullivan

a communication received by EDITOR & PUBLISHER this week denies that he was in any way concerned with the initiation by the Federal Trade Commission of its complaint against several organizations in the advertising agency and publishing fields charging illegal practices and restraint of trade. Mr. Sullivan's letter, which was called forth by a statement in the recent annual report of the Agency Committee of the American Newspaper Publishers Association, follows, in full:

TO EDITOR & PUBLISHER: Although a subscriber to the EDITOR & PUBLISHER, I missed a statement in the report of the A. N. P. A. Advertising Agency Committee, printed in your issue of April 30, as follows:

"Some two years ago some members and the Secretary of the Association of National Advertisers are alleged to have induced the Federal Trade Commission to issue complaint against the Association of Advertising Agencies, the American Newspaper Publishers Association—which includes the Bureau of Advertising—the Special Representatives Association of New York, the Southern Newspaper Publishers Association and the American Press Association."

(I have not referred to any record, but I remember that the issuance of the complaint came to my notice in December, 1924, at almost the beginning of the long illness which was the occasion of my having resigned from the A. N. A. in the previous month; so it may be assumed that the "Secretary of the Association of National Advertisers" referred to is myself.)

The statement is gratuitous in view of the fact that the initiation of the complaint by the A. N. A., or even the involvement of the A. N. A. in the matter, has already been publicly denied at least three times—in 1923, 1924 and 1926. But because I know that it has been stated many times *viva voce* that I brought about the complaint to the Federal Trade Commission, I am really thankful for being at last given an opportunity to deal personally with this matter.

It is true that as long ago as the fall of 1922, information had come to me as to the possibility of certain advertisers making complaint to the Federal Trade Commission concerning the activities of the A. A. A. A. during the almost three previous years. (I will refer again to this date later on.) The first intimation, however, that came to me that any government department had moved in this matter was when I was requested by telephone to go down to the offices of the Department of Justice in the Federal Building. On arriving there, I learned that my name had been given to the attorney by an official of the A. N. P. A. as a man supposed to be well informed concerning advertising agency practice and relationships. In the course of two and a half hours' questioning, I learned definitely that not only the Department of Justice, but the Federal Trade Commission, had begun to act on a complaint made to them by certain advertisers against the A. A. A. A., not, at that time, any other body.

Now let me go back to the fall of 1922. Here is something that is not known generally, the recital of which should end the gossip concerning myself which has been current since the spring of 1923 in relation to this complaint. There had come to the A. N. A. a definite request—practically an invitation—for the Association to father a complaint to the Federal Trade Commission against the A. A. A. A., alleging conspiracy in restraint of trade in interstate commerce. It was my duty, as Secretary, to bring this letter before the Executive Committee. I read the letter aloud and then, laying it down, I said:

"Now, gentlemen, I hope you will permit me to speak first concerning this matter. Since the action of the A. N. A. in May, 1921, in, unwisely, as you will remember I held at the time, reopening controversy on the agency commission system, I have been regarded as so opposed to advertising agencies as to be willing to go to any length against them. This, as you know, is absolutely untrue and you also know that I opposed the A. N. A. Agency Committee in the steps that were taken throughout 1921. My firm opinion is that the A. N. A. must not do anything with this proposed complaint to the Federal Trade Commission. It is not any business of the Association as an Association. It is purely a matter for an individual company or individual companies. Moreover, it is obvious that no action whatever can be taken in such a matter without a vote of the whole Association and without that vote the Executive Committee can scarcely undertake to change a long established policy, viz., that the A. N. A. should always endeavor to settle disputes between itself and other interests without recourse to any government department."

The members of the Executive Committee concurred, inevitably and naturally. They were, of course, exceedingly interested, but they agreed unanimously that no action could be taken by the Association.

Let me reveal something else: When I learned of this complaint being made to the Department of Justice, as stated above, I at once sensed something of probable serious import to advertisers' interests. It was apparent that any consequent and subsequent action by the Department of Justice might secure a degree and volume of publicity that might be of such a character as to affect adversely public confidence in advertising. (If anyone should think that a far-fetched hypothesis, let him come into my office some day and I'll tell him a story of how a simple, innocent A. N. A. investigation unexpectedly and astoundingly made a number of its members the targets of political parties in a Middle West State.)

After consulting with another, and superior, officer of the A. N. A., I butted right into that end of the complaint situation and—well, it was not long before further action by the Department of Justice was suspended. The suspension was observed at the time by the advertising trade papers, but the reason then given for the suspension was not the correct reason. I may add that the facts were given nearly four years ago to a president of the A. A. A. A. who ventured to allege what the A. N. P. A. Committee has wrongly assumed.

Still other information: I was requested while in Washington on one occasion in 1923 to call upon one of the chiefs of the Federal Trade Commission to discuss not the advertiser-agency situation, but the factors and fundamentals of national distribution. I wanted some information also myself; and, toward the close of the interview, I brought up the complaint against the A. A. A. A. and asked whether it was the intention of the Commission to take action against the system of agency compensation. The answer was definite and downright, No. I said, "I am very glad to know that because I am firmly of the opinion that that is a question to be settled not by any government agency, but solely between individual advertisers and individual advertising agencies."

So much for the allegation of the A. N. P. A. Advertising Agency Committee which has, I am glad to say, given me the opportunity to give, or endeavor to give, the quietus to other and verbal allegations of the past four years. Mind, I am not saying that the complaint was unjustified; that is not my business anyway. What I do say is that the A. N. A. was not in any way connected with or involved in it and that I took the initial step against any such connection or involvement. And, further, that I used influence to prevent extreme harm resulting from the complaint to advertisers and agencies and also that I took steps not only once, by the way, but three times, to prevent any interference with the method of agency compensation; not because it is necessarily the best method, but because any method, so long as it is legal, is the affair of the advertiser and his agency—not of advertisers and agencies collectively, but of individual advertisers and individual agencies.

Now, may I say something else; this time about the agency commission system itself and my personal views on that question; not necessarily to advertise my personal opinion, but to show the unwisdom of any attempt to change the system, say, overnight—something which, by the way, is impossible of accomplishment:

In 1912, not 1910, and before I joined the A. N. A., the A. N. A. M., afterwards the A. N. A., did call into question the commission system of agency remuneration; not, however, with any real hope of changing it quickly, but with a desire to increase and improve agency service to advertisers. The famous A. N. A. Agency Committee Report issued at that time was written, in the main, not by an A. N. A. man, but by a notable in the publishing world of fifteen years ago—a big executive of a very big publication.

The agitation of the advertisers—perhaps I should say the advertising managers—broke out again in May, 1921, after a long-sustained effort, covering three and a half years, on the part of several of us to keep it under ground and to endeavor to work out something co-operatively with the A. A. A. A. This is not the place for the complete story, but, again, the causes of the agitation were deeper than any mere desire to destroy the commission system. Nevertheless, there was that desire. I was personally opposed to the question being brought on to the public street of advertising, so to speak; again, not because a better system was impossible, but because that better system must come gradually by evolution and not by revolution, by individual action and not by collective action. I was sure that no publisher would cease paying commission to agencies and that the movement for change, i.e., change overnight, must necessarily come to the end of a blind alley; and I do not like blind alleys in business affairs.

I would like to tell a quite detailed story, but will confine myself to stating why the commission form of agency compensation cannot easily pass away. There is sufficient material available for a small book on the subject, but only an outline can here be given:

In the first place, if the commission system were abolished, publishers as a whole would not reduce their advertising rates to the net, i. e., they would not take 15 per cent off those rates. They wouldn't dare to do so, because they could not know to what extent their space selling expenses might be increased. They would most certainly be increased—by larger sales forces, new or larger service organizations, greater and more intense sales promotion effort. Consequently, advertisers would have to pay gross rates for net.

The vast majority of the advertisers would keep their agencies—couldn't do without them. That being so, their Boards of Directors would have to appropriate at least 15 per cent more money for agency fees—probably an additional aggregate sum of $50,000,000 to $75,000,000. Many of them, of course, would refuse to pay even the equivalent of 15 per cent in fees, and, in consequence, much agency service would have to be cut down if the agencies wished to remain in business.

The payment of these large additional sums of money to the advertising agencies would undoubtedly lead to the cutting down of industrial advertising departments and even the salaries of department executives and subordinates. And I guess that the association through whose efforts the abolition of the commission system might be brought about would lose the bulk of its membership as a consequence of resentment by Boards of Directors and the need for economy.

No, the change to another method must slowly—in fact, imperceptibly. It must between individual manufacturers and indiv agencies, with no one agitating the matte no one, of course, violating the United S constitution. New and general practice in vertiser-agency relations cannot come about denly. If it could, it would be paralyzing publishers, to agencies and especially to ad tisers. Moreover, if a new and general pra should be warranted, it will not come abou all unless the advertisers are willing to sufficient to render the agencies economi independent of third party interests.

"My goodness," someone, I know, is say "John Sullivan has changed his opinions cally in the last two and a half years." On contrary, he has not changed his opinion the subject of the agency commission syste ten years.

Those opinions (I really think they are l than opinions) can be found in a documen the files of the A. N. A. under date of J 1923. They were expressed in a report by self to the A. N. A. Agency Committee and report was afterwards adopted unanimously the Executive Committee—even the actual thors of the outbreak of May, 1921, voting the affirmative.

That is why the question of the agency c mission system has not been, openly at le agitated in the A. N. A. since July, 1923. any rate, it was not agitated again up to cember, 1924, and since then nothing has b visible on the outside.

May I say that in September, 1923, I all this to a president of the A. A. A. A. had challenged me as to my personal views the subject. He had intimated that those vi differed from the views of the Directors of A. N. A., meaning, of course, that the Direct were the conservatives and I was the radi and I told him the facts with the knowledge the A. N. A. Directors at the time. All the man who wrote the A. N. P. A. Age Committee Report doesn't know; perhaps doesn't wish to know. I would, however, s gest that in future it might be well for him follow a policy that I consistently followed wh in the A. N. A., viz., always to get informat at first hand before making any statement.

JOHN SULLIVAN.

BUYS KINSTON NEWS

W. W. Weaver, former publisher the *Durham* (N. C.) *Sun*, an afterno newspaper, and later the *Durham Com Progress*, a weekly, has purchased co trol of the *Kinston* (N. C.) *News*.

Service Beyond Service
---local art and engraving for client papers.

NEA

NEA Service, Inc.,
1200 West Third Street
CLEVELAND, OHIO

IN THE City of Homes
The Philadelphia Record
Opens the Door of 150,000 Families Every Morning

People who *read* the best *buy* the best

Consolidated Press dispatches
"go where money is"

ALABAMA
First State in the South

ust read
his letter—

'Nuf Sed"!

J. H. AXT, VICE PRESIDENT
H. E. WALDRON, VICE PRESIDENT

W. A. SHEAFFER
PRESIDENT AND GENERAL MANAGER

W. A. SHEAFFER PEN CO.
FORT MADISON, IOWA

C. R. SHEAFFER, TREASURER
W. A. SCHERFE, SECRETARY

SHEAFFER'S "PROFEL-REPEL-EXPEL" PENCIL

BRANCH OFFICES
NEW YORK, 60 FIFTH AVE
CHICAGO, 506 7 REPUBLIC BLDG
SAN FRANCISCO, 681 MARKET ST
DENVER, 503 JACOBSEN BLDG

SHEAFFER'S "Lifetime"

April 20, 1927

Mr. Frank Bull,
National Advertising Mgr.
BIRMINGHAM NEWS,
Birmingham, Alabama.

My dear Frank:

You should know of Sheaffer's phenomenal success in the Birmingham market and of the important part played by the NEWS in helping us attain such success.

Birmingham has always been recognized as an exceptionally fine market for Sheaffers, but not until recently did we realize exactly the headway being made, a great part of which has been possible through the excellent cooperation of the BIRMINGHAM NEWS.

We have experienced an average of 140% increase in sales in Birmingham since 1924. The year 1926 gave us 160% increase over 1925. That means Birmingham is a better market for Sheaffers, four times over than any average market. In other words, when we obtain $100.00 in sales from the average market we can expect $400.00 from the Birmingham market.

And the fact that we have been in the NEWS consistently and exclusively since the beginning of Sheaffer newspaper efforts in Birmingham should be extremely gratifying to you.

With kindest personal regards and best wishes.

Very truly yours,

W. A. SHEAFFER PEN COMPANY

By Carl K. Hart
Advertising Manager.

CKH:D

The Birmingham News

The South's Greatest Newspaper

NATIONAL REPRESENTATIVES

KELLY-SMITH CO., New York, Chicago, Boston, Philadelphia—J. C. HARRIS, Jr., Atlanta

THE LIFE *and* LETTER

Private Wilson Letters R... Many Secrets of...

Woodrow Wilson's private unpublished let... hav... been purchased by the Boston Evening Amer... chusetts, Maine, New Hampshire and Vermont, an... lished serially exclusively by this paper and the... vertiser.

Ray Stannard Baker, the chosen biographer, has been at work ever since the late President's death col- family and to close friends. A staff of trai...

Letters Of Wilson To A...

Unsuspected Reve... Documents Obta... of War Pr...

DROW WILSON... unpublished let... have been pur... Seattle Post-Intelli... be published excl... Hearst papers on t... They have be... explanatory note... Stannard Baker... the most... biography in o... ry and... in next S... for wi... publication wil... Sunday for s...

ever since Mrs. Woo... announced two... had committe... task of asse... ical form the l... of the late ... competition ha... publishing he... papers for the pr... shing this intimat... life of the great...

,000 LETTERS

The contract for bri... e work, which will be... n four large annual vo... first of which will ap... November, was signed... by Mr. Baker with ... Page and Company. ... widespread demand fo... tion rights, the Hear... were successful in get...

More than 200,000 le... ten by Mr. Wilson t... his lifetime were turne... Mr. Baker, including th... most revealing characte... bers of his family and... loved friends. ... tants was e... four ... of w...

WILSON'S INNER LIFE REVEALED BY HIS LETTERS

Herald and Examiner Will P... lish Great Private Docum... of the Late President.

Woodrow Wilson's privat... lished letters and papers ... purchased by the Herald ... ner and will be published ... by this paper.

Ray Stannard Baker ... biographer, has been ... since the late Preside... lecting his private le... The most importa... tory and biography ... tion will begin nex... its publication w... and Sunday for si...

Ever since Mr... announced two ... had committed ... task of assem... form the lette... late Preside... has gone ... houses had ... lege of ... story of ... President ...

The Sentinel Will Publish Personal Letters of Wilson

WOODROW WILSON'S private, unpublished letters and papers have been purchased by The Milwaukee Sentinel and will be published exclusively by this paper. Mr. Ray Stannard Baker, the chosen biog... the late presidents' death collecting letters.

t impor... of his... biography ... eneration ... ext Sep... its pub... ll con... nd Sun... to eight ...

ce Mrs. ... ilson an... o years ... she had ... to Mr. ... task of ... in blo... form the ... memoirs ... president, ...

TIMES HERALD WILL PUBLISH WILSON'S LIFE

OBTAINS RIGHTS FOR NORTH TEXAS OF NOTABLE BIOGRAPHY

The serial publication rights for "The Life and Letters of Woodrow Wilson," by Ray Stannard Baker, have been acquired for North Texas by The Times Herald.

Beginning in September and continuing for approximately ... weeks, this newspaper wi... daily installments ... epochal bi... ever under...

Ever sinc... announced ... had commit... task of colla... biographical ... memoirs of th... ited competiti... publishing ho... dicates and ot... for the privile... the reading p... story of the life ... son.

The contract f... work, which wi... four large annual ... of which will ap... ber, was signed re... ker with Doubled... of Garden City, N... Herald was successf... work for Dallas and ... tory prior to its appe... form.

Discloses the Real W...

The real Woodrow ... on will ...

THE TIMES BUYS RIGHTS TO REAL LIFE OF WILSON

Ray Stannard Baker's Biography To Be Started In September.

FIRST INTIMATE STORY

New York P...

TIMES to Publish "Life and Letters of Woodrow Wilson"

Authentic and Dramatic Picture of Great... dent Told in Wonderful Autobiogra... Be Published Exclusively in Buffalo ... Newspaper.

Following the dramatic account of how a New Yo... and his wife secured the serial rights for "The Life ... Wilson," for newspaper publication ... have paid more ... for the four-year ... to publish in New York thi... biography of a Democratic presi... dent. Western North Carolin... rights for the four volumes wer...

TIMES GETS WILSON'S LETTERS

Woodrow Wilson's private unpublished letters and papers have been purchased by The Detroit Times and will be published exclusively by this paper. Mr. Ray Stannard Baker, the chosen biographer, has been at

Herald Tribun... Will Publish... Wilson's Life

Acquires Rights in 3 State... to Baker Biography o... President, and Begins In... stallments in Septembe...

Prize Was Sought By Many Paper...

Appearance Will Preced... Doubleday, Page & Co.'... Publication of Volume...

The serial publication rights fo... "The Life and Letters of Woodro... Wilson," by Ray Stannard Baker, ha... been acquired for New York, Ne... Jersey and Connecticut by the Herald Tribune.

Beginning in September and co... tinuing for approximately ... week... this newspaper will publish daily in... stallments of the most epochal biogra... phy of a President ever undertaken.

Sought by Many Newspapers

Ever since Mrs. Woodrow Wilso... announced two years ago that she ha... committed to Mr. Baker the task o... collating and assembling in biographi... cal form the letters and memoirs o... the late President, spirited competi... tion has gone on among publishin... houses, newspapers, syndicates, and... other publishing media for the priv... ilege of presenting to the reading pub... lic this intimate story of the life o... Woodrow Wilson.

The contract for bringing out the... work, which will be published in fou... large annual volumes, the first of whic... will appear next November, was signed... recently by Mr. Baker with Doubleday, Page & Co., of Garden City. Despite... a widespread demand for publication... rights by other newspapers, the Herald... Tribune was successful in buying the... work for New York and adjacent terri... tory prior to its appearance in book... form. The biography will be published... simultaneously in "The Paris Herald," European edition of the Herald Tribune.

Discloses the Real Wilson

The real Woodrow Wilson will live again in this story of his life as revealed by his own letters to friends, relatives, college and political associates, schoolmates and strangers with whom he was brought into personal or official contact.

It is estimated that more than 200,000 letters written by Mr. Wilson throughout his lifetime were turned over to Mr. Baker, including those of the most revealing character to members of his family and to close and beloved friends. A staff of trained assistants was engaged to assemble

f WOODROW WILSON

ERIAL rights of "The Life and Letters of Woodrow Wilson" have been acquired by newspapers covering half of the United States.

After the first release of 80,000 or more words, this year, there will be e other volumes issued about twelve months apart. Each of the four als will run daily for a period not exceeding eight weeks, before book pub- tion. The newspapers which hold exclusive rights will have the most able feature of our times.

The narrative will be largely autobiographical—Mr. Wilson's own story through private letters and papers hitherto unpublished. Besides revel- ns of history and diplomacy, the biography will contain a wealth of anec- s. A joyous Woodrow Wilson will emerge from behind the screen of a olar's reticence. A human, friendly Woodrow Wilson will be disclosed eath the mantle of serious student, philosopher, diplomat, and statesman.

Two years of active efforts by many publishers to obtain the worldwide lication rights ended when the contract was signed between Doubleday, e & Company and Ray Stannard Baker, whom Mrs. Wilson had selected he biographer. Requests for serial rights came from cities all over the ld. Nearly every newspaper in New York made application. It is a que tribute to the undertaking that the successful purchaser was the New k Herald Tribune, one of the foremost Republican journals of country.

More than 200,000 of Mr. Wilson's letters and other unpublished uscripts were turned over to Mr. Baker, who organized a staff of ed assistants to aid in compressing the vast material into four volumes. ddition to the original material from the Wilson family, the author has ived thousands of letters, filled with anecdotes and memories of Mr. on's early life, from boyhood friends and relations.

Of the four volumes, perhaps the most surprising will be the first. Even mature Wilson was little known to the public, for he shunned personal licity all his days. The youthful Wilson was known hardly at all. Mr. er makes him live again—this extraordinary boy who played at games of l strategy, became known in his college days as a mimic and jig dancer, indulged in ludicrous high-jinks with his close friends, but always kept his focused upon the ambition to excel in oratory, literature, and maybe ical preferment. The story of the young Woodrow Wilson, never told re, will fascinate the reading world.

The later volumes will contain political history heretofore unchronicled, nside story of American diplomacy through eight vital years, and the first plete narrative of our part in the war from the viewpoint of Woodrow on.

Comments of Our Friendly Rivals

From George H. Doran,
President, George H. Doran Company:

I have just had from Mr. Everitt confirmation of the announcement in the New York Herald-Tribune of your forthcoming publication of "The Life and Letters of Woodrow Wilson," by Ray Stannard Baker.

I congratulate you upon having this great work. It must ever remain one of the most important contributions to the literature of American history, and letters, and none the less do I congratulate the Herald-Tribune on securing the newspaper serial rights. It is a master stroke of genius upon their part, for apart entirely from the great public interest and intrinsic newspaper value of the book, they have exhibited rare good sense and broad-mindedness in thus exploiting the life of a man whose political faith differed from their own. Altogether, it is a great event in American Letters.

From Frederick A. Stokes,
President, Frederick A. Stokes Company:

Heartiest congratulations on your great coup in securing "The Life and Letters of Woodrow Wilson!" This is a publishing achievement that should fill you with pride. You have certainly brought to your list a work of notable historical interest and of vast importance generally. It should, of course, have not only an immense immediate sale, but one that should continue for many years to come.

While I envy you both the prestige and the prosperity coming from your achievement, I wish you the greatest possible success in all respects.

From Horace Green,
President, Duffield & Company:

Now that the time approaches for the publication of "The Life and Letters of Woodrow Wilson," by Ray Stannard Baker, I can't resist sending a line of congratulation on your achievement.

The house of Doubleday, Page & Company is the logical publisher of the book, and the fact that The Herald-Tribune—generally supposed to be of opposite political faith from Mr. Wilson—should secure and publish the first serial rights, is a happy comment on American journalism. In the field of American biography I recall no greater event since the publication of General Grant's Personal Memoirs of the Civil War.

Where Serial Rights Have Been Sold:

New York
Chicago
Boston
Washington
Detroit
Baltimore
San Francisco
Los Angeles
Kansas City
Buffalo
Dallas
Milwaukee
Atlanta
Seattle
Houston
Oklahoma City
San Antonio
Harrisburg
Mobile
Montgomery
Oakland
Asheville
Paris
Mexico City

. P. SYNDICATE, Garden City, N. Y.

EDITORIAL



And hast made us unto our God kings and priests; and we shall reign on the earth.—Revelation, V; 10.

RIVER CONTROL

DURING the week *St. Louis Globe-Democrat* offered the country an excellent piece of constructive journalism. It carried a ringing editorial asking that a commission of distinguished engineers be formed to study control of the Mississippi river and report findings to Congress in December. Did thoughtful, patriotic citizens rise to this suggestion? Indeed, the Globe-Democrat published 18 columns of appreciative comment in a subsequent issue.

Regular annual losses, sometimes terrible tragedies, due to failure on the part of the government to control a flood situation that is susceptible to scientific engineering, is an indictment of the nation. Behind it lies apathy and false economy. Now a newspaper has stepped out and demanded that this constant peril be met and we shall expect that at last something sensible will be done to protect the people of the Mississippi Valley. It required a Dr. Gorgas to challenge unnecessary annual yellow fever epidemics. Indeed, all great reforms and developments trace their origin to some sincere, intelligent, zealous person or group who not only had the idea but energy to press it to a conclusion.

The Rhine is a controlled river. Once it did its annual damage. The same may be said of the Nile. A famous German engineer discovered that the secret of river control was to start at the source and work to the mouth. In Egypt British engineers followed the same principle. Both rivers today appear free of flood danger. France has not controlled her river system, with resultant losses and dangers. In the United States we have tackled Mississippi control at the mouth and in very weak spirit. The subject demands just what the Globe-Democrat has advocated.

Perhaps, in the long run, more harm is done by overselling than by underselling advertisers. Common sense and honesty dictate the amount of space a dealer can profitably use.

A SENSIBLE JUDGE

IT would be to the advantage of the press of the United States if our bench could be apprised of the conduct of Mr. Justice Logie in a case which occurred at Toronto last week. In anticipation of some disgusting testimony during the trial of a doctor charged with manslaughter and attempt at illegal operation the judge excluded the public, but allowed the press to report the hearings after warning the reporters to be discreet and "not send certain details of this case into every home."

The publication that two Toronto newspapers made of the first day's testimony caused the defense to contend that the Judge's rule had been violated. The responsible editors were summoned. The judge declared the references were improper. If Mr. Justice Logie had been the typical tyrant of the bench he might have listened to the argument of the lawyer who urged that the editors be held in contempt. Instead he said: "It is only in extreme cases that the extraordinary jurisdiction of the court to fine or commit a newspaper editor is resorted to." He thought that the newspaper references were improper, but were made though mistaken judgment. This did not warrant harsh treatment by the court. He acknowledged the high standards of the papers involved. He hoped the editors would take greater care, lest there be a miscarriage of justice. After the trial was over he was willing, he said, that newspapers might criticize the court and the jury as they should see fit, as that was the true function of the press. He then dismissed the editors.

This even-handed judge did not immediately assume, because he had an editor before him, that he had hooked a horned culprit and his power to punish must be exercised to the limit. On the contrary, he knew that the disposition of the press is to play fair with courts and not interfere with justice. He recognized that mistakes in judgment are common enough even in well regulated families. Mr. Justice Logie's zeal did not run away with his good sense and he did not seek to play judicial dictator as judges so often do in such circumstances. What was the result? The newspapers in question freely and honestly acknowledged their error and the court received from them and the public fresh confidence and strengthened respect.

WHEN ERRORS OCCUR

INTERESTING inquiries are made in a letter received by EDITOR & PUBLISHER from the business manager of a prominent Western newspaper:

> In case a newspaper has made a mistake in the price of an article, and the merchant advertiser has insisted on selling the article at the advertised price, the newspaper standing the loss, do you know of any instance where the matter has been taken to court, and if so, what was the ruling of the court as to the limit of liability on the part of the newspaper?
>
> What is the practice of newspapers generally in this matter?
>
> Do they furnish a correction or a letter to the advertiser, stating that a mistake has been made, or do they generally stand the loss, and if so, to what extent? This is all on the presumption that the newspaper was to blame for the error.
>
> Please give us information on the subject.

If there has ever been an instance where an advertiser recovered on a judgment in such a case it has not come to the attention of EDITOR & PUBLISHER. Type errors in advertising, although common, have rarely resulted in disputes that reached the courts. In March, 1923, EDITOR & PUBLISHER recorded the case of a summer resort hotel that brought an action against the *Brooklyn Daily Eagle,* claiming losses through alleged reckless handling of a series of advertisements, and judgment was rendered for the defendant, it being the decision of the jury that the loss was speculative and problematical. EDITOR & PUBLISHER has recorded other cases where suits were started, but were privately settled. It is not, therefore, possible to give any guiding information regarding an actual adjudication of the question.

Generally it is possible to make an equitable adjustment of such a case when both the management of the newspaper and the advertiser act in reason and sincerely seek to find the line of justice. The trouble begins when either party seizes upon the error to take advantage of the other's misfortune. First, the unavoidability of the accident must be recognized and a decent sympathy felt. Promptly the newspaper should attempt in every possible way to correct the mistake. It is not often possible to do this in the paper, and in such case the newspaper should give the advertiser a letter, explaining in clear and reasonable style how the unfortunate mistake occurred and asking the indulgence of the store's customers who might have been misled.

Most people have wholesome instincts and do not wish to profit from the unavoidable mistakes of others, and when such a letter is shown to a customer he is usually satisfied and bears neither the paper nor the store ill-will. When a customer is not satisfied and presses for his advantage it is customary for the store to sell the article at the advertised price, the newspaper accepting the loss without grudging. However, precautions must be taken to prevent unscrupulous advantage being taken of such a situation. There are cases, for instance, where clerks in the "know" immediately telephone to all of their friends to come in and do a little easy plucking of the winged goose. The store management may be willing to agree to sell only a minimum number of articles at the advertised price and then remove the stock. If the error is glaring and involves a great deal of money it might be the part of wisdom for the newspaper to attempt to buy up the stock at a fair wholesale price and sell it back to the manufacturer or to some store elsewhere and thereby reduce the loss. If the loss is not staggering and the store is disposed to be fair in reducing the volume of merchandise to be unloaded at the price the newspaper customarily pays the store the difference between the advertised price and the price marked in the store's copy. A fair and just merchant will, of course, recognize that a big rush to buy an article which is greatly underpriced due to a type error represents abnormal demand. He w therefore, estimate about what he would have s in normal circumstances and settle on that bas temporarily withdrawing the balance of the stock fr his counters.

Ten years ago the American Newspaper Pu lishers' Association membership passed a resoluti not to be responsible for losses that might accr from typographical errors in advertisements. T provision still stands. It is equitable and serves purpose when the statement is clearly made in advertising contracts that the newspaper and the a vertiser have agreed that the newspaper shall not held responsible for typographical errors.

At any rate, the moment a newspaper is notified its publication of an advertised price below the ra marked in the copy the management should be qui to call on the advertiser and make just settlement wi him. These answers to our friend's query are, course, based on the presumption that the fault li with the newspaper.

Delaware ousts press and public from divorce courts and the hissing sound you hear is the whispering of conspiring shyster lawyers and disloyal husbands and wives who will now do in private what they dared not do in public.

SPIRIT OF DOMINATION

THE action of the Texas ranger who tore news telegrams that an A.P. correspondent h filed at a telegraph office and put the report in jail as punishment for his failure to write wh the ranger thought should be given to the public, a bit crude, but it represents a spirit that is not u common in this country today. In every departme of the newspaper and in every city and town whe reporters and editors work it is encountered. M in high and low office are seen to react identical

It is typical of the bluff-and-stick-and-win poli that is now so common. Have things your own wa Dominate the situation! Submit to no criticis Never mind the facts and don't bother with the righ of others! Demand and get results that are favorab to yourself, the devil take the hindmost! People w operate on that gentle principle often get the reput tion of being "he-men," "giants," "super-men," a sometimes they are even credited with possessi genius. Of course, they are only bulldozers.

Interesting, thoughtful, practical Henry A. Wise Wood foresees the 100-page daily within ten years. We don't much care how big or little they are if they contain the stuff that leads upward and onward.

OWNERSHIP

"IT is immoral for some men to own newspapers The epigram was rather hotly stated by o Luminous Sage during a little office conf this week. Our Luminous Sage never comes into t office empty-handed, or rather empty-headed; invar ably he leaves some treasure for us to toy with. H knows as much about the newspaper business as a man we have met in our travels, and here is an e planation of his views on ownership.

It is immoral for a man to own a newspaper if h does not take seriously the public responsibility th runs with such proprietorship. He regards h property as merely a business, whereas it is a busine plus a civic trusteeship. He is in nowise interest in it as an art, but it does represent a high functi in the artistry of a community. He is unwilling make any sacrifice for it, financial, social or politica But a newspaper demands of its owner consta sacrifice in every department of life. He sits the in full occupancy of the field, yet he is not cultivatir that field. His ploughing is only half done and h crop is a half crop.

It does not seriously matter what the effects of i competent ownership may be to the individual co cerned, but very serious public results are involve His newspaper is the community's very heart and t whole body of citizenship reacts to its pulsation Weak paper, weak town! Strong paper, strong town Therein lies the complete analysis of the immorality indifferent ownership.

PERSONAL

PAUL BLOCK, publisher of the *Newark* (N. J.) *Star-Eagle* and other newspapers, was a guest of President Coolidge, May 7, at luncheon.

Emil Maurice Scholz, president of the World Wide Advertising Corporation, New York, has returned from an extended trip through France and Italy.

Wade H. Harris, editor of the *Charlotte* (N. C.) *Observer,* has been chosen to deliver the awards to the various units and individuals in the Reserve Officers' Training Corps at Davidson College, Presbyterian institution in Mecklenburg County.

W. L. Champe, editor of the *Garnett* (Kan.) *Review,* and Mrs. Champe celebrated their golden wedding anniversary April 30. Mr. Champe has been in the newspaper business in Anderson county, Kansas, for more than 50 years.

IN THE BUSINESS OFFICE

R. H. DUNLAP, advertising director of the *Miami Daily News,* expects to attend the American Legion convention in Paris this fall.

Laurence Russell has resigned from the *New York Sun* to join the advertising staff of the *New York Telegram.* Previous to his activities with the Sun, he was for three years connected with the *Brooklyn Daily Eagle* in charge of radio advertising.

James Lleyllen, of the national advertising department of the *Cleveland Plain Dealer,* has been placed in charge of financial advertising, succeeding William Tugman who resigned May 7 to go to Eugene, Ore. Mr. Lleyllen has been with the Plain Dealer more than 15 years.

Miami (Fla.) *Daily News* business changes are: A. B. McDonald, formerly advertising director Miami University Stadium Board, to staff; W. Stacy, formerly assistant advertising manager Fromer-Cassell's, to staff; George F. Fechler promoted to be local display advertising manager; R. R. Williams, roto department, resigned; W. E. Church, roto department, resigned; Miss Marjorie Andrews appointed secretary to the advertising director.

Albert L. Newson, advertising manager of the *Richmond* (Va.) *Labor Herald,* who recently was operated on for appendicitis, is recovering.

Eldon J. Hoar, Tipton, Okla., has been made advertising manager of the *Woodward* (Okla.) *Daily Press.* He was formerly advertising manager of the *Enid* (Okla.) *Daily Events.*

John Shumway of the *Miami Daily News* business office staff is on a vacation in New York City and Philadelphia.

John Watters, business manager, *Youngstown* (O.) *Telegram,* sailed from New York for Paris this week.

IN THE EDITORIAL ROOMS

THEODORE E. BUELL, formerly managing editor of the *New Haven Union,* last week became editor of the *Long Island Weekly News.* The publishers of the *Richmond Hill Record* took over the paper at that time.

John J. O'Brien, police reporter, *Worcester* (Mass.) *Gazette,* and Mrs. O'Brien, are the parents of a son, born last week.

Thomas Hamilton, formerly of the *Buffalo Courier and Express* editorial staff, is now with the *Buffalo Times.*

Buffalo Evening News has opened a news bureau at Niagara Falls, in charge of William Lee of the city staff.

Howard White, formerly of the *Buffalo Commercial and Post* staff, has joined the editorial staff of the *Buffalo Evening News.*

Carl Brown, for 19 years "snort editor" of the *Atchison Globe* until his retirement last September to become owner of the *Ida Grove* (Iowa) *Record,* returned to his former position with the Globe May 9. Brown was city editor of the Globe for 12 years. He is one of the best known paragraphers in the Missouri Valley.

Robert K. Smith has been made editor of the *Richmond* (Va.) *Labor Herald.*

Donald R. Waugh, of the *Boston* (Mass.) *Traveler* staff is conducting a weekly column on "Men and Affairs at the State House."

Bert McDonald of the night rewrite staff of the *New York Herald Tribune* is on vacation.

Fred Hunt has resigned from the editorial staff of the *Quincy* (Mass.) *Patriot Ledger* preparatory to starting out on a cruise along the Atlantic coast in his 33-foot boat Bluffwind. He will be accompanied by Warren S. Carberg, formerly on the *Worcester Telegram.*

Hugh B. Hostetter, treasurer and managing editor of the *Hanover* (Pa.) *Evening Sun,* accompanied by Mrs. Hostetter, is sailing May 21 on the Leviathan on a six weeks' vacation trip abroad.

F. Raymond Daniell, reporter of the *New York Evening Post* sailed on the liner Cedric, Saturday, with his wife, Miss Blanche Naylor, for a vacation abroad. Mr. Daniell, who covered the Hall-Mills case in Somerville and the Peaches Browning trial at White Plains this year was taken ill while covering the Snyder murder trial at Long Island City and decided to take an early vacation.

John Steverding, 36, of Cleveland, has been made editor of the *Havana Telegram,* an afternoon newspaper in Havana, Cuba. Steverding started his newspaper work on the *Cleveland Press.*

George V. Callahan, veteran marine editor of the *Cleveland Plain Dealer,* has returned to his work after an absence of several weeks, caused by a nervous breakdown.

There have been a number of changes in the personnel of the city desk of the *Brooklyn Eagle.* Lee M. Pasquin, assistant city editor, owing to ill health, has taken a desk on the rim, and Joseph K. Conroy, formerly in the slot, becomes assistant to City Editor Wilson. Horace G. Posey, formerly Long Island editor, has taken the slot position, and Kenneth Youell has been made Long Island Editor.

Joe de Ganahl is a new member of the reportorial staff of the *New York Herald Tribune.*

Will B. Johnstone, artist on the staff of the *New York World,* returned Monday from a Canadian vacation, during which he put into rehearsal his new musical comedy. Ernie Bushmiller substituted for him.

SPECIAL EDITIONS

OTTAWA CITIZEN, 32-page edition on convention of 28th district Rotary Clubs, April 29.

Chatham (Ont.) *Daily News,* Mothers' Day edition, May 5.

Salt Lake City Tribune, a special 12-page section for the Paris Company, Salt Lake City department store, Sunday, May 1.

Hudson (N. Y.) *Daily Star,* special "paint-up section" on May 6.

Marquette (Mich.) *Daily Mining Journal,* 112-page Progress edition, May 7.

HOLDING NEW POSTS

THEODORE EDIGER, from reporter, *Kansas City Kansan,* to city editor and sports editor, *Lawrence Journal-World.*

Elmer S. Ingalls, from reporter, *Augusta* (Me.) *Kennebec Journal,* to staff, *Portland Press Herald,* as Augusta correspondent.

Joseph Dyson, from assistant night city editor, *Worcester* (Mass.) *Telegram,* to *Hudson* (Mass.) *Daily Sun* staff.

Dal Dalrymple, from telegraph editor, *Shawnee* (Okla.) *Morning News,* to news editor, *Drumright Derrick.*

MARRIED

STUART HAWKINS, who conducts the column "On the Radio" under the name of Pioneer for the *New York Herald Tribune,* to Miss Elizabeth Freeman Kirkham, at her home at Melrose, Mass., May 9.

V. H. Torrance, *San Antonio Evening News* reporter, to Miss Willie Kate Stone, recently.

FOLKS WORTH KNOWING

OKLAHOMA'S youngest newspaper editor and owner gets out a weekly newspaper chock full of rural correspondence — a newspaper designed to appeal to the farmer's family. The young man is Everett Purcell, 16 years old, of Enid.



EVERETT PURCELL

He recently became the owner of the *Enid Events* through a provision in the will of his late father, Everett Purcell, Sr., who was an old-time Oklahoman, newspaper editor and politician. He became editor of the paper immediately after the death of his father. The boy and his mother, Mrs. Pearl Purcell, determine the policies of the newspaper.

"I have 62 rural correspondents. We believe in telling about the little things the farmers are interested in and therefore cover the field thoroughly.

"I'm going to study journalism and learn about the best way of editing a newspaper," the young editor says. He is now a high school senior, finishing this spring in Enid high school. He has been a member of debate teams and school newspaper staffs.

Clarence Griffith, news editor of the *Forest City* (N. C.) *Courier,* to Miss Thelma Clay, April 30, in Gaffney, S. C.

CHANGES OF OWNERSHIP

E. G. McCOY, editor and manager of the *Drumright* (Okla.) *Journal* for the last two years, has purchased the controlling stock in the Drumright Journal Publishing Company. He was elected secretary-treasurer. The Journal will become a semi-weekly as soon as new machinery is installed.

T. E. Childers, founder of the *Marfa* (Tex.) *Big Bend Sentinel,* has repurchased the paper from Edwin Moss Williams.

F. X. Stockman, Ree Heights, S. D., has purchased the *Draper* (S. D.) *Tribune* from A. H. Tobiassen, who has published the weekly the last three years.

M. D. Townley, Sherman, Tex., has purchased the *Boswell* (Okla.) *News* from Norman Bonds. Bonds will remain in charge temporarily.

Glenn F. Scott, co-partner with H. C. Culver in the *Manly* (Ia.) *Signal,* has sold his interests to Mr. Culver, who will continue as sole owner of the paper. Mr. Scott has been associated with the paper several years.

R. W. Childress has purchased the *Williamsburg* (Ia.) *Journal-Tribune,* one of the Farquhar publications, J. S. Farquhar having disposed of his interests in the *Cedar Rapids Republican,* disposed of this paper, also, to engage in newspaper work in California. John P. Gallagher remains in charge of the Journal-Tribune editorial work.

Western Clackamas Review of Oswego, Ore., has been sold by R. C. Cooke to Rhoads & Richards of Portland.

Walter Paull, formerly of the *Seattle Post-Intelligencer,* has acquired the *Eastern Clackamas News* of Estacada, Ore., from Douglas Johnson.

Calhoun (Mo.) *Star* has been sold by F. E. Pattee to L. P. Jones of Clay Center, Kan.

PRESS ASSOCIATION NOTES

G. P. OVERTON, who for the past two weeks has been in charge of flood coverage in the Memphis area for the United Press, has been transferred from managership of the Indianapolis bureau to the Denver United Press bureau succeeding J. W. Palmer, who becomes manager of the San Francisco bureau.

(*Continued on page 32*)



Interest the Youngsters and you interest the Parents, Pleasing Present and Future Newspaper Buyers.

SECKATARY HAWKINS STORIES

and the

SECKATARY HAWKINS CLUB PAGE

Once a week fascinate Boys and Girls from the tots to the 'teens.

"The best boys' feature since 'Huckleberry Finn'."—Cleveland Plain Dealer.

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager — Earl J. Hadley, Associate

150 Nassau Street, New York City



(*Continued from page 31*)

J. W. Douthat, night editor of the Associated Press, Charlotte, N. C., bureau, has been transferred to New Orleans, where he will be day editor.

Jack Hiertz, United Press bureau, Springfield, Ill., has been appointed manager of the St. Paul bureau.

James S. Sheehy, former head of the International News Service in Portland, Ore., has returned to that city after a year in the East and South where he has been recovering his health.

Ross Downing of Harrisburg, Pa., and formerly of Kansas, has joined the New York staff of the United Press.

Henry Minott of the United Press Boston office, has returned to work after a long siege of illness.

Robert V. Peterson, former Associated Press correspondent at Wichita, has been made an instructor in the journalism department of the Oklahoma Agricultural and Mechanical College at Stillwater, Okla.

G. McClelland has been transferred from the United Press bureau at Columbus, Ohio, to the Springfield, Ill., bureau.

W. E. Hallberg, formerly manager of the St. Paul United Press bureau, has been appointed manager at Indianapolis, succeeding G. P. Overton, transferred to Denver.

SCHOOLS

CLAUDIA FLETCHER, a Portland student in journalism, was elected president of Theta Sigma Phi, national women's honorary journalistic fraternity, at the University of Oregon recently.

Forrest H. Witmeyer, Rochester, N. Y., has been elected editor of the *Daily Orange*, of Syracuse University. He is also editor of the *Onondagan*, the junior year book.

Dr. C. D. Johnson, who recently resigned as head of the department of journalism and business administration, Baylor University, Waco, Tex., to go to the University of Louisville, has decided to remain at Baylor to be professor of journalism and publicity director.

Huston Boyd, editor of the *Courier*, publication of Northeast High School, Kansas City, Mo., last week was elected president of the Missouri Interscholastic Press Association.

Hanselle L. Hester, representing the *Chronicle*, Duke University publication, was elected president of the North Carolina Collegiate Press Association at the thirteenth annual convention held at the North Carolina College for Women, recently.

Students of Wesleyan University at Middletown, Conn., who are in charge of publishing the *Wasp*, one of the college publications, made use of an airplane to aid them in getting out the edition. The covers for the magazine were being printed at Troy, N. Y., and it was found that they would not be received at the college in time for the regular date of publication. John Byrne, a Wesleyan student, who owns an airplane, saved the day. He left Middletown at 3 a. m., arrived at Troy in record time and was back at the college at 4 p. m. Then the staff of the Wasp worked all night and it was printed on schedule.

ASSOCIATIONS

BOSTON ADVERTISING CLUB held its third annual golf tournament at the Pine Brook Valley Golf Club at Weston on May 12.

Spring meeting of the WEST TEXAS PRESS ASSOCIATION will be held at Sweetwater, June 4, according to Secretary W. E. Reid of Colorado.

PEORIA (Ill.) ADVERTISING & SELLING CLUB has elected officers as follows: B. W. (Rex) Post, president, unopposed; E. E. Johnson, vice-president; Howard B. Martin, secretary-treasurer; C. C. Wheeler, assistant secretary; O. A. Brock, F. W. Zinn and Melville Hill, directors.

Midsummer meeting of the INDIANA REPUBLICAN EDITORIAL ASSOCIATION will be held in Lafayette July 28 and 29. James J. Patchell, editor of the *Union City Times*, is president of the association.

John Z. Miller, president and treasurer of the Mutual Telephone Company, has been elected president of the ADVERTISING CLUB of ERIE, Pa. Other officers elected are: E. S. McCumber, vice-president, D. E. Hefferan, treasurer and L. E. Young, secretary.

Press Club Whirl, annual social function of the NEWBURGH (N. Y.) PRESS CLUB, took place in the State Armory on Wednesday night, May 11. The feature was a revue staged by Ned Wayburn.

Prof. C. H. Fernald of the college of commerce and business administration of the University of Illinois, Champaign, Ill., was elected president of the ASSOCIATED ADVERTISING CLUBS OF ILLINOIS at the directors' annual meeting last week in Chicago and Champaign-Urbana were designated for the 1928 convention. The date, tentatively agreed upon for February or March, will be decided later. Harry Clatfelter, Peoria, was named vice-president; Charles J. Scheetz, Joliet, re-elected treasurer and Ethel May Pierce, Chicago, re-elected secretary.

Annual outing of the NORTHERN MINNESOTA EDITORIAL ASSOCIATION will be conducted at Two Harbors with side trips to Grand Marias and the Superior national forest July 21, 22, 23 and 24.

J. Barrye Wall, president of the VIRGINIA PRESS ASSOCIATION, announces that the annual midsummer meeting of the association will be held at Williamsburg, Va., on July 14, 15 and 16. Officers will be elected at that time for the ensuing year, and the question of employing a full-time secretary will be further discussed.

A thousand members of the GREATER BUFFALO ADVERTISING CLUB joined hands with the Red Cross on May 1, in a benefit for the flood sufferers of the Mississippi valley by arranging a midnight vaudeville performance.

SPRINGFIELD (Mass.) JUNIOR TYPOGRAPHICAL SOCIETY celebrated its second anniversary at a banquet May 9.

ON THE MECHANICAL SIDE

CHARLES M. BEETY, compositor for the *Worcester* (Mass.) *Telegram*, has been nominated president of the Worcester Typographical Union. Election will be May 25.

Casper J. Hellhake, superintendent of the *St. Paul Dispatch and Pioneer Press* composing room, has been named production manager, of a newly created office.

NEW AID FOR ADVERTISERS

Chicago Tribune Making Monthly Surveys of Business Trends

The *Chicago Tribune* has started a new service for advertisers in the form of a monthly survey of the trends in business activity, purchasing power of consumers and consumer buying. The trends in these three types of business factors are to be studied concurrently in Chicago, the middlewest and the entire country, and the results will be published monthly in a new publication, *The Chicago Tribune Survey*.

In announcing the new publication, the Tribune points out that there is constant need for appraising business situations close at hand, whereas most trade figures become available a year or more after the period to which they relate and commonly are on an annual basis. The plan of the new service is to furnish monthly information and to do so while the figures are still fresh.

KANSAS VETERAN RETIRES

After 69 years in newspaper work in Kansas, W. H. Johnson, founder of many Kansas papers, has retired from the field upon disposing of the *Salina Sun*, a weekly publication, to C. P. Bissell of Salina. The paper will be continued as a weekly.

ARM MANGLED IN PRESS

Marvin Hilton, 20, an employe of the press room of the *Bluefield* (W. Va.) *Telegraph*, was forced to undergo amputation of his right arm at the elbow after it had been mangled in the press folder while the Sunday edition of the Telegraph was being printed.

WOMEN IN ADVERTISING AND JOURNALISM

Emma Bugbee Re-elected President of New York Newspaper Women's Club—Estelle Mendelsohn Named Assistant Promotion Manager of Chicago Herald and Examiner—League Dinner May 17

MISS EMMA BUGBEE, reporter on the staff of the *New York Herald Tribune* was re-elected president of the New York Newspaper Women's Club at the annual meeting held May 6.



EMMA BUGBEE

Miss Bugbee, who was elected first vice president at the last election, filled the vacancy caused by the death of Miss Theodora Bean last September. She is one of the 37 charter members of the club, which was organized in 1920, and has held the offices of secretary, vice president and president.

A graduate of Barnard College, Miss Bugbee came directly to the Tribune, now the Herald Tribune, and has been with that paper ever since.

She has covered chiefly women's political news. Among her interesting assignments were the suffrage hikes to Albany and Washington, Republican and Democratic conventions, the Anglin murder, and a trip up in an airplane during the war when a test was being made of an armored airplane with sheet metal wings.

Other officers elected were as follows: Mrs. Josephine Robb Ober, *New York World;* Mrs. Helen Rowland, King Features Syndicate, and Jane Grant, *New York Times*, vice-presidents; Martha Coman, treasurer; Eileen Creelman, assistant treasurer; Charlotte McLevidge, *Chicago Daily News*, recording secretary; Lentilhon Gilford, assistant recording secretary; Olive Hurlburt, *New York American*, corresponding secretary; Freida Wyandt, assistant corresponding secretary; Madeline Riordan, *New York Evening Post*, chairman house committee; Deborah Corle, chairman of the membership committee, and Caroline Harding, chairman of the associate members.

Maurine Watkins, former Chicago newspaper woman, and author of the play "Chicago," and Peter Brady, financial advisor of the club, were guests of honor.

Miss Watkins led a discussion on "Covering Murder Trials," in which Jane Dixon, Charlotte McLevidge, Mrs. Wilson Woodrow and Marie Montalvo, who covered the Snyder murder trial, participated.

Miss Jane Dixon was presented with a wedding cake in honor of her recent marriage to Capt. W. H. Wells.

It was announced that the club would give a tea on May 14 to the girls of the graduating class of the Columbia School of Journalism.

Members of the Indiana Women's Press Club met in Indianapolis May 10. The chief speaker was McCready Huston, associate editor of the *South Bend Tribune*. Mr. Huston is the author of numerous short stories and of two novels, "Huling's Quest" and "The Big Show."

League of Advertising Women, New York, will hold its 15th birthday dinner May 17 at the Advertising Club of New York.

Miss Estelle Mendelsohn, formerly advertising manager of B. Kuppenheimer & Co., has joined the staff of the *Chicago Herald and Examiner* as assistant promotion manager.

The engagement of Miss Olive Foote Strong, society editor of the *Springfield* (Mass.) *Republican* and Perry Wales Goodrich of Pittsfield, son of Mr. and Mrs. John M. Goodrich of Lee, has been announced. The date of the marriage has not been set.

REPRESENTING THE DAILIES

G. HOWELL MULFORD, formerly of the *New York Times*, has joined the New York office of Allied Newspapers, Inc., Stuart Schuyler, president, announced this week.

J. W. Turnbell, secretary of the Alcorn-Seymour Company, Inc., was in Providence, R. I., this week on business.

The *Lawrence* (Mass.) *Telegram and Sunday Sun* has appointed Benjamin & Kentnor its national advertising representative.

The Six Point League of Newspaper Representatives in New York held an executive session at the Advertising Club on May 10. No statement was issued after the meeting.

Stuart Schuyler, president of Allied Newspapers, Inc., George Reichard, eastern manager; C. J. Feldman, Detroit manager, and John M. Peterson, Chicago manager of Allied Newspapers, Inc., are planning to attend the June convention of the International Advertising Association in Denver.

Will F. Hessian, national advertising manager of the *Portland* (Ore.) *Journal*, is visiting the office of his national representative in New York, the Benjamin & Kentnor Company.

FLASHES

THE recent murders in Hollywood may simply be due to the movie world's jealousy over the publicity given to the Snyder case.—*Worcester* (Mass.) *Telegram.*

The president of the University of Chicago says that a scholarship thrill can exceed an athletic thrill. But the trouble is that no one else thrills with you.—*New York Evening Post.*

Cast iron paving is being tried out in France. We understand that the pedestrians are solidly against it.—*Florence* (Ala.) *Herald.*

The Prince of Wales advised a blind soldier what horse to bet on in the Grand National, *The Herald* says. Few persons have had better tips on horses than the Prince of Wales.—*El Paso Times.*

If this slapping of Kerensky is going to be kept up he will have to wear a baseball catcher's mask while he is in the United States.—*J. R. Wolf in Milwaukee Journal.*

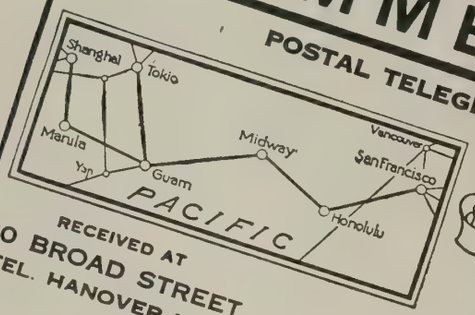
An advertisement for a lecturer says he "speaks straight from the shoulder." Too bad some of these talks can't originate a little higher up.—*San Francisco News.*

According to the Treasury figures, 82 per cent of our people do not pay income taxes. All these slackers do is provide the incomes for the other 18 per cent to pay taxes on.—*The New Yorker.*

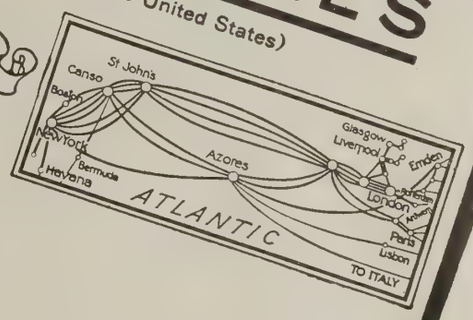
Accuracy—

COMMERCIAL CABLES

POSTAL TELEGRAPH (Landline System Throughout the United States)



THE MACKAY SYSTEM
COMMERCIAL CABLES
POSTAL TELEGRAPH
"THE PULSE OF THE WORLD"
CLARENCE H. MACKAY, PRESIDENT.



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20 BROAD STREET
TEL. HANOVER 1140

9 JB F55 PARIS 116 101PM
UNIPRESS NEWYORK

THANKS SURENESS AND RAPIDITY OF UNITED PRESS SERVICE AND SANG FROID WHICH WE MAINTAINED THE AGENCE RADIO WAS ONLY FRENCH AGENCY WHICH DID NOT ANNOUNCE ARRIVAL NUNGESSER AT NEWYORK STOP TO THE CONTRARY AGENCE RADIO AS EARLY AS SIX PM FRENCH TIME IN COMMUNICATING YOUR CABLE ANNOUNCING NEGATIVE RESULTS OBTAINED BY FIVE AMERICAN AVIATORS SENT TO MEET NUNGESSER AND COLI PUT FRENCH NEWSPAPERS ON GUARD AGAINST PREMATURE REPORTS STOP WE RESISTED PRESSURE OF FRENCH NEWSPAPERS WHICH WERE MISINFORMED AND WHICH SOUGHT CONFIRMATION FROM US WE EVEN RESISTED OFFICIAL COMMUNICATIONS AND TODAY PRESS IS BEGINNING TO RENDER US JUSTICE STOP EYE DES'RE TO SHARE THIS HOMAGE WITH UNITED PRESS

MAY 11-845AM.

MARIUS GABION

DIRECTOR AGENCE RADIO

UNITED PRESS

BUILDING NEWSPAPER CIRCULATION

Developing Home Delivered Circulation—How Chicago News Caters to Sports Fans—El Paso Herald Keeps Home Folks Interested by "Hall of Fame" Stunt

SUCCESS he has enjoyed in developing home delivered circulation was told this week by Samuel N. Rosoff, circulation manager of the *New Bedford* (Mass.) *Times*. Through "an office controlled, semi-independent carrier system," the Times has increased its circulation from 2,800 to more than 20,000 in less than three years, Mr. Rosoff said.

"Under the home delivery system we have followed," Mr. Rosoff explained, "each carrier boy has a monopoly of a few streets in the city. He serves only customers living in his territory, canvasses for new readers on his route and pays for his draw each week. Each carrier collects from his own customers and pays the office regardless of whether a subscriber has paid him or not. The same methods are used in suburban towns.

"Carrier lists are kept on file in the office. Each time a new customer is started the office lists that subscriber. Stops are received through the carriers by the carrier superintendent, and investigated by him. Service to the subscriber can thus be guaranteed, as in no other system.

"To deliver the Times daily requires a force of more than 300 carriers. They are supervised by one man in the office, who controls 190 carriers in the city and 65 in the suburbs, and is assisted by a road man who takes care of the 50 or more carriers on the country routes.

"There are disadvantages in the home delivery system as outlined. It is hard to keep the right kind of boys. They grow out of their jobs in rapid order. The turnover on the Times is more than 150% each year and has reached as high as 200%. It is costly to obtain new boys, to break them in. A change in carriers means a loss of subscribers. New boys seldom deliver on time.

"With all these disadvantages, the carrier system is the best yet devised under ordinary conditions. Contests, trips, shows and carrier organizations help to keep the turnover down. District manager systems keep complaints and losses to a minimum. Weeding out the poorer class of boy tends to keep the wheels of delivery well greased.

"Eighty-five per cent of the circulation of the Times is home delivered, office controlled. The subscribers pay the boy 12 cents per week, the boy pays the Times 7 cents giving him a net profit of 5 cents. Without the carrier system devised and stimulated as at present, the Times would not have reached its present status.

"We are now aiming for over 90 per cent home delivered, carrier circulation."

To expedite service for the convenience of baseball fans during the afternoon the Chicago Daily News has established a sports information bureau, the telephone lines of which may be used only for baseball and other sporting information. To supplement this service, the Daily News radio station, WMAQ, broadcasts results of all big league games every evening except Sunday.

The *Chicago Herald and Examiner* will award three model homes, five dozen enclosed automobiles and numerous cash awards in a subscription contest ending May 14. Every subscription turned in nets competitors a certain number of votes in the contest. In addition to the regular awards, the Herald and Examiner will give a $1,000 gold prize for the most money covering new subscriptions received during the two-week period ending May 4.

The *El Paso* (Tex.) *Herald* recently conducted an entertaining "Hall of Fame" contest.

Cash awards were paid to the wniners of the following questions: "What El Pasoan Over 60 Years of Age Leads the Most Active Life?" "What El Pasoan Possesses the Greatest Number of Hymn Books Issued Before 1890?" "What El Paso Family Has the Largest Number of Wage Earners Living Under One Roof?" "What El Paso Woman Follows the Strangest Occupation—for a Woman?" "What El Pasoan Owns the Oldest Bound Book?"

Readers were asked to send in entries, and the prizes, $5 to the winner of each question, were awarded to those who furnished the information. Judges decided the best among the entrants.

W. R. Buck, formerly circulation manager of the *Greenville* (N. C.) *Daily News*, has assumed new duties as circulation manager of the *Durham Sun*. Mr. Buck has had 20 years' experience and has been associated with the *Augusta* (Ga.) *Chronicle*, the *Spartanburg* (S. C.) *Sun;* the *Daytona Beach* (Fla.) *News; Wilmington News-Dispatch;* and the *Jacksonville* (Fla.) *Journal*.

The *Elizabeth* (N. J.) *Times* has applied for membership in the Audit Bureau of Circulations, John S. B. Mitchell, managing editor, announced this week. Mr. Mitchell claims the Times has doubled its circulation in less than four months.

Jere C. Healy, circulation manager, has built up a carrier organization of 150 boys.

Joseph F. Moran, of Brooklyn, formerly owner of the Jersey City Baseball Club in the International League, and Philip A. Payne, managing editor of the *New York Daily Mirror*, have owned the Times since last July.

The *Brooklyn Eagle* is seeking to locate the oldest married couple in that borough. The search is being made in connection with the celebration of the centenary of the Mansion House, in Hicks street, which will be the scene of the oldest couple's Memorial Day jubilee on May 30.

Alfred W. Cockerill, circulation manager of the *Utica* (N. Y.) *Daily Press*, spoke at a recent meeting of the Men's Club of the Y. M. C. A.

The May number of the *Little Times*, house organ of the *New York Times*, is a special circulation edition, celebrating the new circulation record of more than 400,000 of the newspaper owned by Adolph S. Ochs.

It contains in full the address of Mr. Ochs delivered before the circulation department recently; the reminiscences of Charles A. Flanagan, head of the circulation department for 22 years and member of the staff since 1888; and articles telling how the daily copies of the Times are printed and distributed.

Mr. Flanagan remembers the years when two horses and two wagons comprised the delivery system of the Times. At present 40 auto trucks, each having a capacity of two tons, are in motion almost continuously on Saturday nights between midnight and 6 A. M. and thirty are needed to handle the daily edition.

Eighty newsboys of the *Worcester* (Mass.) *Evening Post* circulation staff were taken on a week-end trip to Boston, Lexington and Concord last week. H. H. Sloan, Israel Isenberg and James T. Kelley had charge of the outing.

A chance for anglers to profit by their best fish stories is offered by "Fisherman Joe" in the *Binghamton* (N. Y.) *Press*. A novel contest is announced with prizes of fishing tackle and supplies for those who catch the biggest fish in six specified classes. The fish must be caught in waters within a radius of 100 miles from the Binghamton court house. Sporting goods dealers are co-operating as officials. Incidentally, they are to tie up advertising with the contest.

In connection with the contest the Press will conduct a fishermen's column giving the latest news of the condition of the various streams, game laws, and stories about what fishermen are doing.

Representatives of Schenectady (N. Y.) newspaper circulation departments instructed principals of public schools in the provisions of the state laws governing newsboys at a meeting arranged by A. J. Stoddard, superintendent of schools. A system of badges to be given authorized newsboys was agreed on.

An old-fashioned house-warming was given in the new circulation department of the *New York World* by N. R. Hoover, director of circulation, to all other departments of the World. The circulation department has recently moved to new quarters in the building. Rooms 204, 205, 206, 207 and 208 have been thrown together, intervening walls taken down, and one light, airy and spacious room made to house the entire department. More than 500 employes of the World attended the party. Refreshments were served; dancing and other entertainment was offered.

ED HOWE'S BIRTHDAY CELEBRATED BY STAFF

Old-Fashioned Home Gathering of Atchison Globe Employes Held in Veteran's Honor at City Park

The elaborate dinner given for Ed Howe, recently in New York, by representatives of American journalism and literature held no more of enjoyment for the veteran editor than the fried chicken picnic with which his employes honored him upon his return to Atchison, Kan., for the actual celebration of his seventy-third birthday anniversary.

It was just an old-fashioned "home" gathering, a birthday party with a cake and candle for the man who fifty years ago founded the *Atchison Globe*. There was no speech-making or formality, but just "talk." Ed Howe looked up and down the two long tables under the elm trees of the city park where the Globe "family" had congregated and chatted familiarly of the old-time members present.

"Now there's Lyman Roberts," he said. "Lyman, how old did you say? Sixty-five? Well look at me and learn how to keep young.

"He's 65, Lyman is, but he's been all the pressmen the Globe ever had. Gordon, Foster, Country Campbell, Goss perfected 8-page and Goss 16-pager, he's handled them all. Further, he learned stereotyping and went right up in the business.

"Then there's Joe over there (J. E. Rank, managing editor). Been with the Globe off and on for 40 years. He started out carrying papers for it."

Mr. Rank is now one of the stockholders of the Globe, which is owned by the Globe Publishing Company. Eugene Howe, son of the writer, is editor.

Mr. Howe pointed out his city editor Evan Tonsing.

"He's the grandson of John A. Martin, once governor of Kansas," said the editor. "Martin was the editor of the paper in 1859, when Abe Lincoln came to town and made a speech that later won him the nomination for president at Cooper Hall, New York. Well Martin thought Lincoln was a young upstart and didn't even print a word about Lincoln's being in Atchison."

Back of Ed Howe sat Charles O'Keefe for many years foreman of the Globe's pressroom. Across the table sat Miss Adelaide Howe, his niece, who accompanies him on all his travels. She is the daughter of Bruce Howe, who lives next door to Ed. When the latter is in Atchison the two brothers chop wood together regularly mornings on vacant lots back of their homes. Chopping wood Ed admits, is one of his "constitutionals."

Miss Nellie Webb, for 30 years society editor of the Globe, was another attendant with whom the veteran journalist delighted in matching wits throughout the dinner. He also spoke of Leo Nusbaum, one of the Globe's reporters, and of N. W. Todd, advertising man.

"Good boys," he praised. "Why, I knew Todd's mother when she was only so high."

In the midst of the fun Mr. Howe pulled something from his pocket. "If you'll promise not to steal it or drop it," he warned, and passed it around.

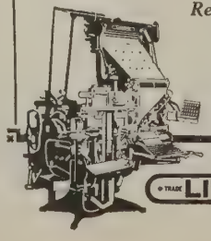
It was the beautiful platinum watch given him at the New York dinner and inscribed, "to Ed Howe, for fifty years inspiring service in American journalism."

From the Linotype Mailbag

Prompt Service by Telegraph

Please accept our thanks for prompt service in making shipment of pot pump lever spring which we ordered by wire on Tuesday afternoon. The telegraph was sent after three P.M. so when it reached you at 3:26 it had been well handled by the Western Union and your getting the part to the post office in 44 minutes was certainly splendid service. It was delivered to us at 8:10 the next morning.

Republican-Leader
Marion, Illinois



TRADE LINOTYPE MARK

GRAHAM BROTHERS TRUCKS
SOLD BY DODGE BROTHERS DEALERS EVERYWHERE

Thorough Coverage in One of the World's Richest Buying Centers—Coupled with the Ability to Produce Results

Pittsburgh Gazette Times
(Morning and Sunday)
AND
PITTSBURGH CHRONICLE TELEGRAPH
(Evening except Sunday)

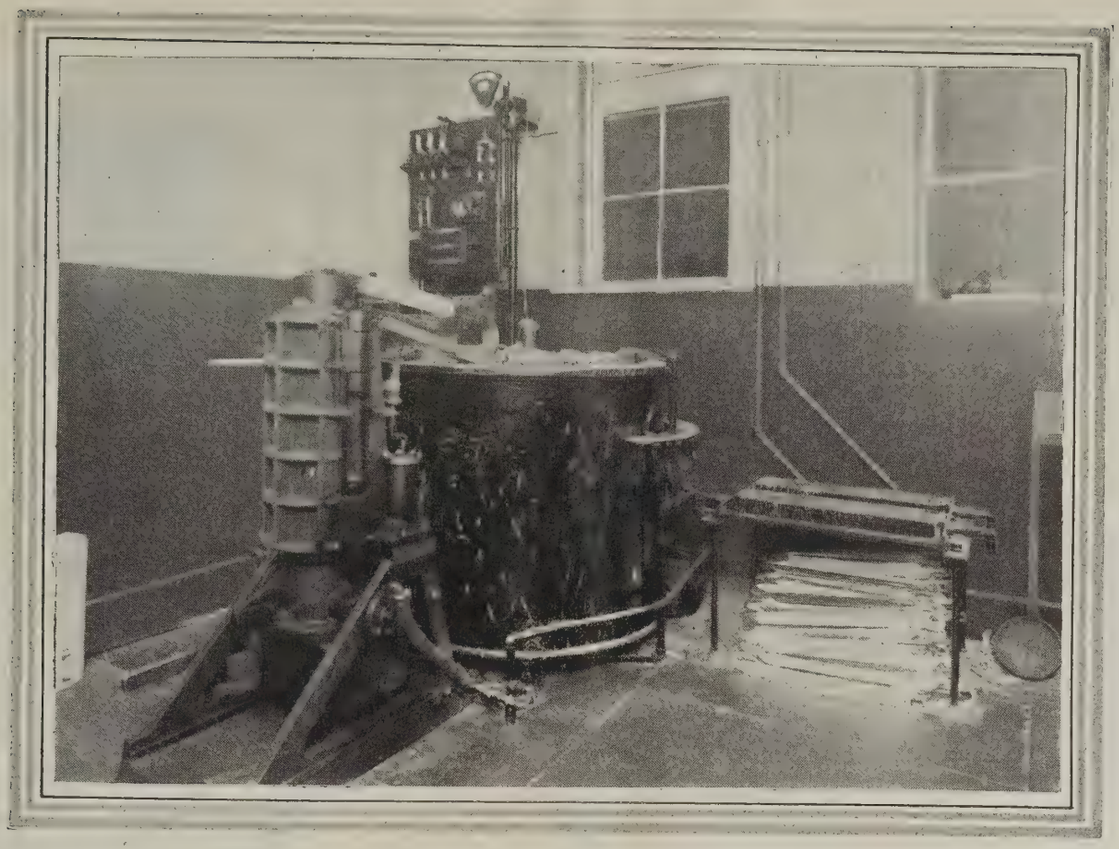
These newspapers in News and Advertising have the confidence of their readers. Their readers have the power to purchase.

Sold Singly or Combined

URBAN E. DICE, Nat'l Advg. Mgr.
Gazette Square, Pittsburgh, Pa.

E. M. BURKE, Inc.,
1457 Broadway, New York.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.

R. J. BIDWELL COMPANY,
742 Market Street, San Francisco, Cal.
Times Bldg., Los Angeles, Cal.
White-Henry-Stuart Bldg., Seattle, Wash.



Electricity melts the stereotype metal for The Appleton Post Crescent

Electric Heat—dependable, economical, and comfortable—has replaced fuel heat in the stereotype pot of the Appleton Post Crescent, Appleton, Wis. The pot has a capacity of 5000 lbs., is fitted with expertly designed G-E heating equipment, and is operated with G-E full automatic control.

The installation is an outstanding success. The temperature of the casting room is 25 degrees lower than before. The high efficiency of the equipment and the accurate, automatic temperature regulation have reduced operating expense. There is less wear and tear on the pot. There is practically no dross on the metal—no contamination by fuel impurities. The saving in metal alone amounts to $1.50 per day.

G-E stereotype pot equipment offers every newspaper a simple and inexpensive method of reducing operating costs. A phone call or letter to the nearest G-E office will bring a G-E industrial heating specialist who will advise you as to the equipment best suited for your casting room.

Phone or write to your nearest G-E office for complete information

Although electric heat will not supplant all other forms of heat for industrial purposes, there are processes in every industry where it is the ideal heat—the most economical heat—the heat that ultimately will be used.

ULTIMATELY
ELECTRIC HEAT
IN EVERY INDUSTRY

570-39

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, SCHENECTADY, N. Y., SALES OFFICES IN PRINCIPAL CITIES

WHAT'S WHAT IN THE FEATURE FIELD

Merritt Bond Joins N. A. N. A. Staff—Conselman to Write New Strip for Metropolitan—D. P. Announces Unexpurgated Serial of "Greville Memoirs"

MERRITT BOND, former managing editor of the *Philadelphia Public Ledger,* this week joined the staff of the North American Newspaper Alliance, David E. Smiley, general manager, announced.

Mr. Bond was for some time managing editor of the *New York Evening Post,* when it was first purchased by Cyrus H. K. Curtis. Mr. Smiley was at that time editor of the Curtis papers in Philadelphia and New York.

William M. Conselman, author of "Ella Cinders," is writing a new comic strip for the Metropolitan Newspaper Service called "Good Time Guy." He will use the pseudonym "Frank Smiley," since he will be concurrently writing "Ella Cinders" under his own name. Drawings for "Good Time Guy" will be by Mel Cummin. Charlie Plumb draws "Ella."



WM. M. CONSELMAN

Born in Brooklyn and reared in New York, Conselman worked on newspapers in the East, small and large, until 1920, when he went to Los Angeles and did a bit of writing for the films. Returning to newspaper work, he joined the staff of the *Los Angeles Times,* and while with that paper he served as reporter, re-write man, feature writer, assistant city editor, picture editor and feature editor. Mr. Conselman is married and has two children.

Mel Cummin, the artist of "Good Time Guy," served for more than two years with Hal Coffman as one of two editorial cartoonists on the *New York Journal.* Before that he was known as the artist of a series of full-page "Birdseye Views" for the *New York Sunday World.* He has also drawn for *McCall's Magazine, Life* and *Judge.*

D. P. Syndicate, Garden City, N. Y., this week announced it had the first unexpurgated edition of the "Greville Memoirs" ready for newspaper publication.

Bobby Cruickshank, golf star, is writing a series called "Stroke Savers" for NEA Service, Inc.

The Wide World Photos Service of the *New York Times* sped by wireless a picture of the White Bird as the French airplane left France on its ill-fated voyage to America. It was taken by a staff photographer from another airplane. It was received in this country and reproduced in the Monday morning newspapers.

Harry C. ("Bud") Fisher, cartoonist, inherited the entire estate of his father, A. A. Fisher, according to terms of the will filed this week in New York. Mr. Fisher died Dec. 23 at the age of 75.

"Who, What, When, Where?" is the title of a new daily question answer feature announced by the International Syndicate, Baltimore. It is being written by Richard Hoadley Tingley.

Ledger Syndicate, Philadelphia, has a new series called "My Favorite Dish." Fifty women contribute their recipes.

"What Do You Know About Radio?" is the title of a new feature offered by Post Syndicate, New York. It is written by Joseph Rubinstein under a *nom de plume.*

Technical radio information is being furnished in weekly newspaper articles by the D. P. Syndicate, which has started a radio laboratory at Garden City.

Don Wooton, cartoonist formerly of the *Cleveland Press* and the *Cleveland Plain Dealer,* has joined NEA Service, Inc., as its new editorial cartoonist.

PROGRAM READY FOR INLAND MEETING

Association Will Convene in Chicago, May 24-25—Income Tax and Cost Finding Committees to Report

The program for the May meeting of the Inland Daily Press association, to be held at the Palmer House, Chicago, May 24 and 25, will include reports by standing committees and discussions on all phases of news, circulation and advertising. The meeting is the first since the election of John H. Harrison, publisher of the *Danville* (Ill.) *Commercial News,* as president of Inland.



JOHN H. HARRISON

The Income Tax Committee, and the Postal committee, each having matters of importance to bring before the meeting, will report, as will the Cost Finding committee, which was not ready to report at the annual meeting.

Questions which have come to the office of the secretary, and which are believed to be of general interest to the Inland members, will be taken up and discussed. Among them are the following:

"What is the real status of an advertising agency? Does an advertising agency buy and sell space and trade as a principal, or is it an agent only for the buyer of space and the seller of space?" Discussion will be led by J. K. Groom, Northern Illinois Group, Aurora, Ill., and Arnold L. Guesmer, *Minneapolis* (Minn.) *Tribune.*

"What do you do to prevent advertisers from discussing competitors in your advertising columns and still retain desired business?" Discussion to be led by A. L. Richmond, *Mt. Carmel* (Ill.) *Republican-Register.*

"Do you publish a trade extension edition and do you have permit to mail one?" N. L. Gordon, *Lincoln* (Ill.) *Star.*

"Display space with annual contracts." Director T. O. Huckle, *Cadillac* (Mich.) *News.*

"Varied charges for daily mail by baggage." F. W. Schaub, *Decatur* (Ill.) *Review.*

"Contest subscriptions lists. How are they handled? A. B. C. reports on them." Gardiner J. Thomas, *Marion* (Ind.) *Chronicle.*

"Addressing machines and mailing systems." Mrs. Mabel S. Shaw, *Dixon* (Ill.) *Telegraph.*

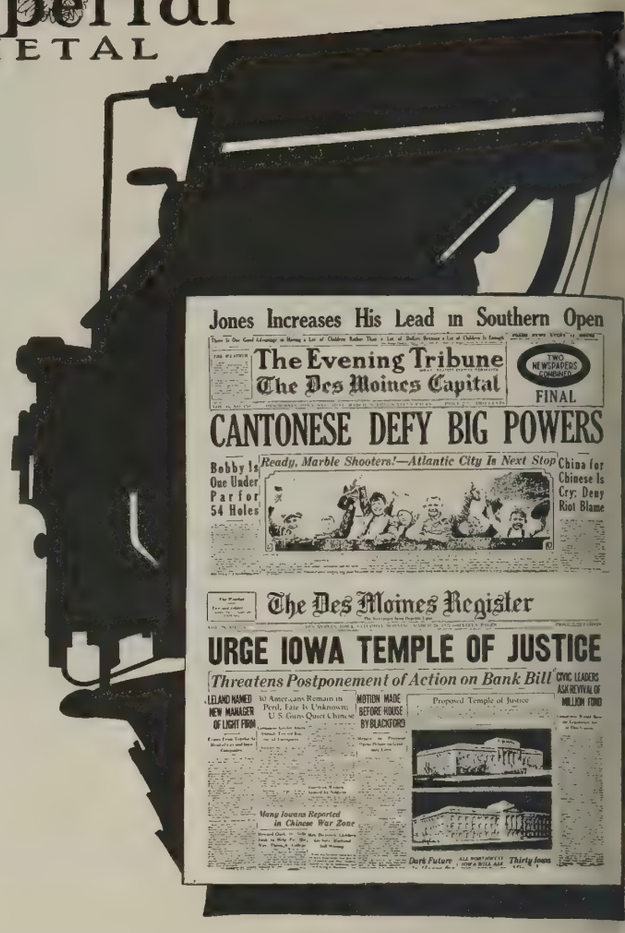
"Twenty cents a week. How is it succeeding?" J. R. Fornof, *Streator* (Ill.) *Times-Press.*

"How to manage to eliminate waste." General discussion.

"Good-will as a selling value. How to estimate it. Is it taxable?"

"There is nothing like the newspaper for reaching everybody, everywhere, every day." Will O. Feudner, *Rushville* (Ind.) *Republican.*

Imperial METAL



Des Moines Takes Up the Plus Plan

DES MOINES, in the state where the "tall corn grows," has taken up Imperial Metal and the famous Plus Metal Plan. In this beautiful city, The Des Moines Register and the Evening Tribune give the citizens of Des Moines the news of the day from the four corners of the world.

If you could talk to the publishers of these two excellent newspapers, or the thousands of other users of the Plus Plan, they would no doubt tell you that their reasons for choosing Imperial and the Plus Metal Plan were based on a need of a reliable, economical plan to keep their metal constantly in perfect balance, at the same time adding years of working life.

Let us tell you how you can save by the Plus Plan!

IMPERIAL TYPE METAL CO.

Manufacturing the following metals:

LINOTYPE
ELROD
INTERTYPE
LINOGRAPH

MONOTYPE
LUDLOW
STEREOTYPE
THOMPSON



Philadelphia
Cleveland

New York
Chicago

ASK YOUR OPTOMETRIST

about the vital importance of
the proportionate length and height of descending and ascending letters
for maximum legibility

Examine the specimen below. Compare the Intertype Ideal News face with standard news faces in use today. You will find that the length and the height of its descending letters (such as m or p) and ascending letters (such as a or n) are in the same general proportion to the small lower case letters (such as m or o) as is usual in popular newspaper and book type faces.

It is not accident that certain news faces have lived while others have gone into the discard.

Intertype designers have cut the Ideal News face as close to generally accepted standards as possible. That's why the Intertype Ideal News *will live.*

Correct length and height of descending and ascending letters is vital to easy legibility. Ask your Optometrist.

Intertype IDEAL News Series

8 POINT ON SOLID SLUG

The Intertype News Series is meeting the approval of all those who believe that types should be made for the needs of the newspaper reader. The qualities which make the Intertype News Series easy to read are not free from the usual mannerisms of the standard newspaper type faces.

It's Familiar and Friendly.

The Intertype News Series conforms to the familiar and friendly design to which the majority of newspaper readers are accustomed, and yet gives a clearness to print which is not to be had by the use of ordinary lightface type. Intertype established the fact that easy to read type is familiar type. Unfamiliar type quickly tires the eyes. Intertype then set about to improve familiar type. The changes from old standards were, in most instances, not of great importance but most of them were in directions that have heretofore been avoided by type makers. The hairlines of Intertype News Series show a distinctly visible thickness. The serifs were shortened and bracketed, and the descenders were made a little longer. The sharp contrast between thin and thick lines has been modified. Characters like a e s g, which always have been pinched in deference to old standards, are here made

8 POINT ON 8½ POINT SLUG

The Intertype News Series is meeting the approval of all those who believe that types should be made for the needs of the newspaper reader. The qualities which make the Intertype News Series easy to read are not free from the usual mannerisms of the standard newspaper type faces.

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8 POINT ON 9 POINT SLUG

The Intertype News Series is meeting the approval of all those who believe that types should be made for the needs of the newspaper reader. The qualities which make the Intertype News Series easy to read are not free from the usual mannerisms of the standard newspaper type faces.

It's Familiar and Friendly.

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Intertype matrices will run in other slug-casting machines

Write nearest branch for larger specimens

Standardized INTERTYPE TRADE MARK

Designed in 5½, 6½, 7 and 8 Point

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Bldg.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 S. Main St.; *Boston* 80 Federal St.; *London; Berlin*

WOODWARD, VETERAN PUBLISHER, DIES

Directed Keene (N. H.) Evening Sentinel for 56 Years—Served in State House and Senate and as Bank President

Col. Clement J. Woodward, 76, president of the *Keene* (N. H.) *Evening Sentinel,* and for 56 years part owner and publisher of the *New Hampshire Sentinel,* weekly, and the Evening Sentinel, died May 8.

Col. Woodward, who was one of the oldest newspaper men in New England, was regularly at work at his desk up until 10 days before his death.

The New Hampshire veteran rose from newsboy to a position of high prominence in his native state. At 13 he delivered the Keene New Hampshire Sentinel, one of the oldest weeklies in the country, founded in 1799. He continued this work during his school years, and when he was 18 he was given a job in the office. When he was 20 the partner of Thomas C. Rand, editor and part owner, decided to retire, and young Woodward was taken into the firm.

The years that followed were years of hard work. In 1890 the Daily Sentinel was established.

"My ambition has always been to give our readers the best of service," he declared in an interview in EDITOR & PUBLISHER in 1923. "I determined to make our daily the best of any city the size of Keene in New England."

Many honors came to the veteran publisher. He served in the state legislature both in the house of representatives and the senate. He served as aide-de-camp on the staff of former Governor John McLane with the rank of colonel. For 30 years he served as a director of the Keene National Bank, and later as its president. He had no hobby, he often declared, but hard work.

COLONEL ROBERT BINGHAM

Colonel Robert Bingham, pioneer educator and headmaster of the Bingham Military School, Asheville, N. C., died at his home there May 9. He was 89, and had been ill for several weeks. At the bedside at the time of his death were his son, Judge Robert W. Bingham, publisher of the *Louisville Courier Journal* and the *Louisville Times,* and his daughters, Mrs. R. T. Griffin and Mrs. S. R. McKee.

DR. CHARLES R. WILLIAMS

Dr. Charles R. Williams, former editor-in-chief of the *Indianapolis News,* died in Princeton, N. J., May 6. He was 74. He served as editor-in-chief of the News from 1892 until 1911. For nine years previous to that he was assistant general manager of the Associated Press. As a young man he had served as literary editor of the *New York World* and as a teacher of Greek and Latin.

KILLED BY POLICE

H. Clement Easton, manager of the service department of the *New Orleans* (La.) *Times-Picayune,* was killed early Saturday morning, May 7, by police in Lafayette Square, New Orleans. Easton, who is said to have been "acting queerly" for the last several days, asked several persons who were passing through the square to "telephone the police and tell them a man is holding-up Lafayette Square." When the police arrived, Easton fired two shots, which were answered by a volley from the police guns.

Obituary

HENRY B. MUSK, 55, for the past 20 years correspondent of the *Boston Globe,* died at his home in Lawrence, Mass., May 7.

W. E. BRANCH, 51, former editor of the *Woodsboro* (Tex.) *Times* and more recently editor of the *Sinton News,* died at Corpus Christi recently.

MARION M. DUMBLE, 64, died May 7 at his home in Buffalo, N. Y., after an attack of heart trouble. He was 14 years proofreader for the *Buffalo Times.*

MAX EUGENE LINDHEIMER, 80, former pioneer German newspaper editor of New Braunfels, Tex., died recently at his home in San Antonio.

MRS. PEARL FRANCES JEWELL, for many years Northboro correspondent for the *Worcester* (Mass.) *Gazette,* died May 1 in a Worcester hospital.

MRS. MARTIN SPEIDEL, 80, mother of Merritt C. Speidel, publisher of the Iowa *City* (Iowa) *Press-Citizen,* died at the home of her daughter, Mrs. Harry B. Davis, at Chester, N. Y., on May 7.

FRANK TITUS, attorney and member of the editorial staff of the *Kansas City Star* in 1882-83, died last week at his home in Kansas City, Mo.

MAX R. HYMAN, 68, special advertising worker for the *Indianapolis Star* and a veteran Indianapolis newspaper man, died last week at his home in Indianapolis after a short illness. Mr. Hyman founded the old *Indianapolis Herald* many years ago and also a comic weekly, *Scissors,* one of the first of its kind in that part of the country.

EDGAR D. DAVIS, for 41 years a compositor on the *Brooklyn Eagle,* died on May 5.

J. LEO HARKINS, 32, a Chicago attorney and representative for the *Daily News Record* and *Women's Wear Daily,* died suddenly April 30 following a heart attack.

INDIANA A. P. TO MEET

Forty Publishers Expected to Attend Indianapolis Sessions May 17

Spring meeting of the Indiana Associated Press Editorial Association will be held at the Claypool Hotel in Indianapolis, Tuesday, May 17. Approximately 40 editors and publishers will attend.

A business meeting will open the session, followed by addresses by Henry W. Marshall Jr., publisher of the *Lafayette Courier-Journal;* C. L. Houston of the *Marion Leader-Tribune* and Max Fowler of the *Frankfort Times.* Edgar T. Cutter, Central division superintendent of the Associated Press, Chicago, will attend the meeting. The session will terminate with a luncheon at the hotel. Benjamin F. Lawrence, general manager of the Star League of Indiana, is president of the group.

DROPS SUNDAY EDITION

The *Buffalo Press,* a tabloid which began publication at Buffalo about six weeks ago, issuing a daily and Sunday edition, has discontinued Sunday publication. The daily continues.

PURCELL ESTATE $100,000

The will of the late Everett Purcell, editor of the *Enid* (Okla.) *Events,* filed for probate, disposed of an estate of $100,000. The property was left to the son, Everett, Jr.

Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

Indiana
Always in the Limelight

RICH IN BUYING POWER—

Buying power is best determined by the value of manufactured products—and the value of farm crops and live stock.

Indiana is very rich in buying power because it ranks 6th in the production of manufactured products. Its industries produce annually over 2 billion dollars worth of wealth. Nearly 300,000 people earn a payroll of almost 400 million dollars annually.

In farm crops and live stock Indiana's productive wealth is approximated at 600 million dollars annually.

It is conclusive then that the buying power of Indiana's people is unusually high.

Here is a 2½ billion dollar market for the national advertiser. The most economical and most efficient way to reach this buying power is through the newspapers listed below.

	Circulation	Rate for 5,000 lines
**Columbus Republican (E)	5,027	.03
**Fort Wayne Journal-Gazette (M)	38,539	.08
**Fort Wayne Journal-Gazette (S)	30,255	.08
**Fort Wayne News-Sentinel (E)	44,217	.10
†Frankfort Times (M&S)	8,231	.04
**Gary Evening Post-Tribune (E)	17,002	.06
**Huntington Press (M&S)	5,058	.03
**Indianapolis News (E)	130,079	.25
*Lafayette Journal & Courier (M) 7,794 (E) 13,336	21,130	.06
††La Porte Herald-Argus (E)	6,839	.04
*Marion Leader Tribune (M&S)	9,711	.04
††Shelbyville Democrat (E)	4,063	.025
*South Bend News-Times (M) 9,771 (E) 17,070	26,841	.07
*South Bend News-Times (S)	25,133	.07
††South Bend Tribune (S) 23,482 (E)	24,351	.07
†Terre Haute Tribune (E&S)	23,273	.06

*A. B. C. Statement, Publisher's, October 1, 1926.
†Government Statement, October 1, 1926.
**A. B. C. Publisher's Statement, March 31, 1927.
††Government Statement, March 31, 1927.

Reader Faith Like This Means —

1. Added Circulation
2. Increased Editorial Power
3. Greater Advertising Returns

This is REAL Reader Confidence

March 10th, 1927.

Dr. McCoy: I have been reading your articles each day in the EDMONTON BULLETIN for many months and have been greatly helped by them. My trouble was asthma, which began during infantry service in France. My wife was also cured of an attack of inflammatory rheumatism by following your directions.

J. L. WRIGHT, Parkland, Alberta, Canada.

March 23rd, 1927.

Dr. McCoy: It has been with eager interest that I have followed your articles in the EVENING EXPRESS and must say that it is indeed fortunate that the American people have had a genius like you come to light in this country.

MARION PETERSON, Portland, Maine.

January 24th, 1927.

Dr. McCoy: You were kind enough to help me once—now I am coming to you for more advice * * * * I have been digesting each article as it appears in the OTTAWA JOURNAL, and I am convinced that I, like thousands of others, have been eating the wrong combinations of food * * * * It's wonderful work you are doing—trying to educate people to the right way of living and caring for their bodies. At bridge parties, clubs, etc., even in our own small town, one hears Dr. McCoy quoted on all sides.

(Miss) MINNIE MacPHERSON,
Carleton Pl., Ontario, Canada.

Dr. McCoy: "The Fast Way To Health" is a book full of sound common-sense.

B. C. FORBES, New York City.

What Medical Doctors Really Think of Dr. Frank McCoy

Dr. McCoy: It would surprise you to know the percentage of readers who actually read your syndicated health articles in the CINCINNATI POST. I know that my patients read your articles. I see to that.

DR. L. C. BEARD, D.C., Cincinnati.

Dr. McCoy: If every family based its life habits upon the articles published under your name every morning in the DENVER NEWS, we Doctors would have little to do.

DR. W. V. GAGE, M.D., Denver, Colo.

Dr. McCoy: I have studied diet for 25 years and know your treatments will do what is claimed for them.

DR. E. J. FAVELL, Director,
Dr. Koch's Cancer Service, Rice Lake, Wisc.

These are a few samples from thousands of unsolicited letters!

¶ At the New York Convention, Dr. McCoy's Health Articles were THE subject of conversation. This is the first time that our 150 subscribing publishers have had an opportunity of exchanging with each other ideas regarding the value of the McCoy Service.

¶ Their enthusiasm is shown by the fact that in the convention hall, dining room, corridors and corners, they actively urged their friends to take on the McCoy Service.

¶ Dr. McCoy's Health Articles create a reader faith and confidence that react to the benefit of every department of your newspaper.

¶ Their circulation-increasing power has been demonstrated over the past months by leading newspapers throughout America.

¶ Obviously, readers who have confidence in one feature of your paper, develop confidence in the whole editorial policy.

¶ When you secure the confidence of your readers to such an extent that they consult Dr. McCoy regarding the most vital thing in life—*personal health*—you cannot help securing the same faith in your advertising columns.

Only One Newspaper In Your City Can Get This Service! Will That Paper Be Yours?

McCoy Health Service

305 Brack Shops Bldg. **Los Angeles, Calif.**

CLASSIFIED ADVERTISING

To Explain Classified to Display Men at Denver Meet—T. J. Mulhern Transferred to Display Desk on N. Y. Telegram—McCabe in Business for Himself

CLASSIFIED advertising will be thoroughly publicized and explained to managers of display advertising at Denver this coming June.

Tentative arrangements to this end were agreed upon at a meeting of leaders of the Association of Newspaper Classified Advertising Managers held in Baltimore, Md., this week. This association, of which Charles W. Nax of the *St. Louis Globe-Democrat* is president, will be meeting in Denver, June 26-29, dates also set for the convention of the Association of Newspaper Advertising Executives. Both associations are meeting as departments of the International Advertising Association.

At Baltimore, this week, it was decided to appoint two members of the classified association to address the display group, explaining the problems of classified and the importance of this department of a newspaper. Ten other members of the association will also be named to act as an "information jury of 12" to answer all questions regarding classified which may be put to them by the newspaper executives. This idea is in line with the policy of Mr. Nax to promote the development of classified advertising generally throughout the United States. He himself addressed the last fall meeting of the American Newspaper Publishers Association.

Those meeting in Baltimore this week included: Harold Goldman, *New York Sun;* Chester Nolan, *Brooklyn Eagle;* Charles Murdock, *Detroit Free Press;* H. D. Copp, *Washington Times;* N. D. Miller, *Washington Star;* Charles Horn, *New York American;* Henry Moehlman, *Baltimore Sun;* James Finneran, *New York Times;* C. C. Armstrong, *Baltimore* (Md.) *News and American;* James McGovern, *Albany* (N. Y.) *Knickerbocker-Press.*

Mr. Nax represented the classified association at the meeting of the National Commission, which was held in Baltimore this week also.

T. F. Mulhern has been transferred from the position of classified manager of the *New York Telegram* to that of display advertising manager. Who his successor in the former job will be has not yet been announced.

Frank McCabe, for many years classified advertising manager of the *New York World,* has gone into business for himself as a classified advertising promotion expert. His headquarters are at 285 Madison avenue, New York.

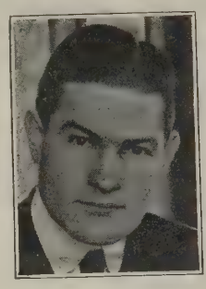
T. L. Dedman, formerly of the *Louisville Courier,* and J. L. Scroggs, formerly of the *Chicago Tribune,* have joined the classified advertising sales staff of the *Chicago Herald and Examiner.*

The *Newburgh* (N. Y.) *News* is following up its classified advertising for real estate by making news items of transactions that result from the ads. The News calls its realty classification the "silent partner" of dealers.

ADVERTISING AGENCY AFFAIRS

Don Francisco Appointed General Manager of Pacific Coast Office, Lord & Thomas and Logan—Charles W. Hoyt Company Elections—Agencies Move Offices

DON FRANCISCO, Los Angeles advertising man, has been appointed first vice-president of Lord & Thomas and Logan and general manager for the Pacific Coast, according to an anouncement made in Chicago Saturday by Albert D. Lasker, Chairman of the Board of that firm.



DON FRANCISCO

During the last ten years Francisco has been closely identified with the advertising of many California products. For six years he was advertising manager of the California Fruit Growers Exchange. As an executive of Lord & Thomas and Logan he has represented his firm in preparing the advertising and sales promotion plans of oranges, lemons, raisins, prunes, walnuts, apricots, and ripe olives during the last six years. In 1923 the Michigan Agricultural College gave him the degree of Master of Agriculture for his work in stimulating the sale of farm products through advertising.

In 1920 Francisco was president of the Los Angeles Advertising Club, and later was president of the Pacific Coast Advertising Clubs Association.

The Pacific Coast offices of Lord & Thomas and Logan handle the advertising of The All-Year Club of Southern California, Southern Pacific Railroad, Dollar Steamship Lines, Union Oil Company, American Mail Lines, and other western concerns.

R. L. Talley and G. N. Wallace were elected vice-presidents of the Charles W. Hoyt Company, Inc., at the agency's recent annual election. Gilbert S. tillo of the Boston office was chose retary and Arthur H. Gates, trea R. F. Flanagan and A. Smith elected to the board of directors.

O. S. Tyson & Co., Inc., has over the entire fourth floor at 16 E street, New York.

The Burton Bigelow adver agency has been incorporated for $ at Buffalo to do a general agency ness. The agency is formed by the ger of the business formerly con by Mr. Bigelow and that formerly ducted by C. Louis Wilson who be vice-president of the new corporat

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Thomas A. Lowery, formerly ma of the financial and real estate d ment of the *Chicago Herald an aminer,* has gone into the adve agency business at 29 South La street.

Irvin F. Paschall Company, adve agency, have moved their offices fr South Michigan avenue, to the A Franklin Bldg.

The Wade Advertising Agency located at 208 West Washington Chicago.

Benson & Gamble Company, ad ing agency, has moved its offices 7 South Dearborn street, Chicago Adams Franklin Building.

The Carl W. Art advertising of Spokane and Seattle has added Punter to its Spokane staff and Champion to its Seattle staff, the as artist. Mr. Punter is in cha contact and service departments a kane.

WITH THE GENERAL ADVERTISERS

Book Sellers Plan Co-operative Newspaper Campaign—Advertiser Announces Winners of National Contest—Orphos Company President Optimistic on Business Conditions

MEMBERS of the American Booksellers' Association meeting in New York this week considered a plan of co-operative newspaper advertising by book sellers presented by Franklin Spier, a specialist in book advertising.

The plan, as proposed, included a central bureau for the preparation of high class advertising material which is to be used co-operatively by the book sellers in various cities in a newspaper campaign to meet the competition that the various book clubs are now giving the book stores.

W. B. Foshay Company, controllers and operators of public utility companies, on May 9 announced winners in a national advertising contest it has been conducting.

Miss Gertrude Percival, of New York, won the first prize of $2,500. Milton Nachman, advertising manager of the *Clarksburg* (W. Va.) *Telegram,* won a $100 prize. There were more than 1,000 entries.

An optimistic view of business conditions throughout the country is taken by R. A. Carmichael, president and general manager of the Orphos Company, Inc., New York manufacturers of Orphos tooth paste, who returned from a 20,000-mile journey visiting cities in the country of 50,000 or more. He said:

"I have failed to run across a single city between New York and the Pacific Coast where business this year is not better than that of 1926. We all looked upon last year as a pretty good year and hoped that 1927 would equal it, but in point of sales, in the volume of business done, and in the absence of unemployment, every city that I have visited shows a better record than 1926. Nowhere did I find the remotest sign of a lull. Nor a feeling among merchants and business men that the future urge retrenchment. I have never seen optimism so universal."

Mr. Carmichael has just emerged from the flooded zone of the Mississippi Valley, and although he saw scenes that would indicate a set-back in production and in buying in that locality, there was little despair and no seeming abatement in the purchasing of supplies by merchants in Memphis and other key points.

Headquarters for Apples for Health, Inc., which will soon begin a $4,000,000 advertising campaign for the apple industry of the country, will be established soon in Indianapolis, according to information received from Paul C. Stark of Louisiana, Mo., president of the organization.

According to Mr. Stark's announcement $1,000,000 a year for the next four years will be spent on advertising apples. Newspapers will be largely used as the advertising medium. The Millis Advertising Company of Indianapolis has been retained as advertising counsel.

An unusual type of advertising was featured in a special section of the *Cleveland Plain Dealer,* May 8, when the Clover Farm Stores Company, an organization which operates 250 retail groceries in Cleveland and a dozen suburbs, took the public into confidence and explained the novel methods by which the concern built up its business. The special newspaper section was profusely illustrated and most of the company's methods of buying merchandise, distribution and selling were fully explained.

G. E. Crandell has been appointed to take charge of sales and advertising for Montgomery Ward & Co. He joined the company in 1921 to direct catalogue production, and in 1924 became vice-president in that department.

AD TIPS

Atherton & Currier, 420 Lexington avenue, New York. Now handling account of the Potter Drug & Chemical Company, Cuticura, Malden, Mass.

Harry Atkinson, Inc., 410 No. Michigan avenue, Chicago. Placing orders with newspapers in various sections for the Thomas Products Company, hair tonic, Chicago.

Aubrey & Moore, 410 North Michigan avenue, Chicago. Adding a few towns to the list on Casement Hardware Co., Chicago.

Barton, Durstine & Osborn, 383 Madison avenue, New York. Now handling account of Lehn & Fink, Inc., Dorothy Gray toilet preparations, New York. Also placing orders with newspapers in selected sections for Wm. Peterman, Inc., Peterman roach food, New York.

Buchen Company, 28 East Jackson Boulevard, Chicago. Has secured account of the Novo Engine Company, Lansing, Michigan.

Glen Buck Company, 39 S. La Salle street, Chicago. Getting ready spring and summer schedules for newspapers on Sheaffer Pen Company, Fort Madison, Iowa. Canadian papers will be used this spring.

Cahill Advertising Company, Pacific Building, San Francisco. Placing orders with some Western newspapers for W. M. Willett, cannelline toilet preparations, San Francisco.

Critchfield & Co., 36 West 44th street, New York. Has secured account of the Automatic Movie Display Corporation, New York.

Cutajar & Provost, Inc., 120 West 42nd street, New York. Now handling account of the Frank A. Hobby Corporation, oil burners, New York.

Donovan & Armstrong, 1211 Chestnut street, Philadelphia. Reported to have secured account of Otto Eisenlohr & Bros., Henrietta cigars, Philadelphia.

Dorrance, Sullivan & Co., 130 West 42nd street, New York. Making plans for an introductory newspaper campaign for the Reichardt Cocoa & Chocolate Company, New York.

John H. Dunham Company, 431 North Michigan avenue, Chicago is using a few middlewest towns for the advertising of Wilson Chemical Co., (Wilson Cleaner) Chicago.

A. R. Elliott, Inc., 53 Park Place, New York. Placing orders with some New Jersey newspapers for the J. M. Horton Ice Cream Company, New York City.

Lawrence Fertig Company, 183 Madis nue, New York. Has secured account Solvent Company, New York.

Fuller & Smith, 1501 Euclid avenue land, Ohio. Expected to handle some tising this season for Great Lake Tour

E. T. Howard Company, 33 West 42n New York. Now handling account o Inc., Peter Pan toilet preparation, Ci Ohio.

LaPorte & Austin, Inc., 21 East 40t New York. Has secured account of M. Higgins Company, Ink, Brooklyn, N

H. K. McCann Company, Nation Building, Cleveland, Ohio. Has made spring list on Perfection Stove Co., C

Miller Agency Co., 2144 Madison Toledo, Ohio. Has made up the list issuing orders on Toledo Rex Sp (Flytox) Toledo, Ohio.

Maurice H. Needham Company, 36 Michigan avenue, Chicago. Now hand count of the Trav-Ler Mfg. Compar sets, Chicago.

Peck Advertising Agency, 6 East 39t New York. Has secured account Andes Stoves and Ranges, Geneva, N.

Reimers & Osborn, Inc., 285 Madison New York. Placing account of E. rowitz, Inc., opticians, on their Luxor Goggles.

Richardson-Briggs Co., 216 Superior Cleveland, O., will try a limited cam Plant's Magnesia Wafers, Cleveland, C

Frank Seaman, Inc., 470 4th aven York. Again placing orders with ne in various sections for the Thomas Ec Inc., Orange, N. J.

W. A. Shaughnessy & Co., 12 E street, New York. Placing account fo Bros., cocoa, New York.

J. P. Storm & Sons, 2 West 46th str York. Placing orders with newspa various sections for J. W. Wuppern gostura Bitters, New York.

J. Walter Thompson Company, 420 I avenue, New York. Again placing or newspapers in selected sections for t sylvania R. R. Company, Philadelphia.

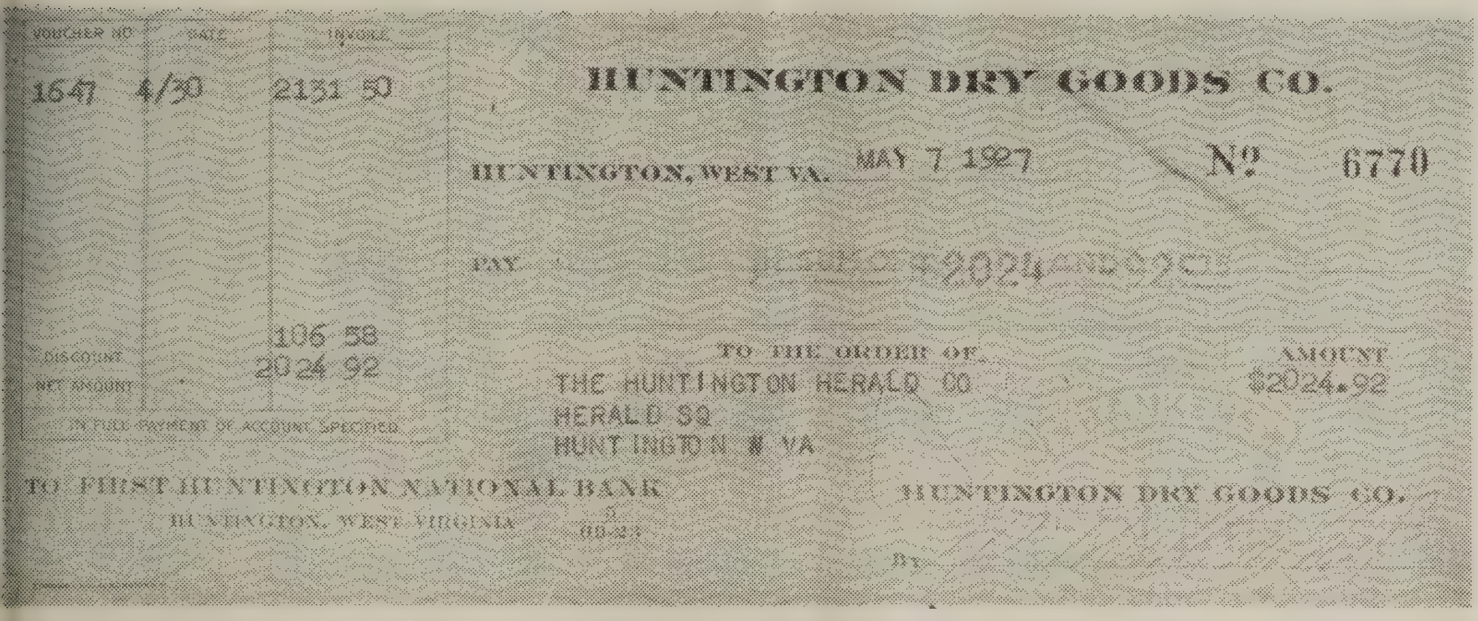
W. I. Tracy, Inc., 270 Madison ave York. Placing orders with newsp various sections for the Chisel Edge Cl mer Company, Hoboken, N. J.

L. H. Waldron Advertising Agency avenue, New York. Now handling a the Baisa Wood Reproducer Corporati horn, New York.

A STORY OF PRACTICAL RESULTS

That should Guide National Advertisers and Their Agencies in selecting a newspaper medium in

HUNTINGTON, WEST VIRGINIA


VOUCHER NO. 1647 DATE 4/30 INVOICE 2131 50
DISCOUNT 106 58
NET AMOUNT 2024 92
IN FULL PAYMENT OF ACCOUNT SPECIFIED
TO FIRST HUNTINGTON NATIONAL BANK
HUNTINGTON, WEST VIRGINIA
HUNTINGTON DRY GOODS CO.
HUNTINGTON, WEST VA. MAY 7 1927 No. 6770
PAY $2024.92
TO THE ORDER OF
THE HUNTINGTON HERALD CO
HERALD SQ
HUNTINGTON W VA
AMOUNT $2024.92
HUNTINGTON DRY GOODS CO.
By

The check reproduced above is for space used in the Herald Papers during the month of April only

Herald Papers,
Huntington, W. Va.

Huntington, W. Va., April 29, 1927

Gentlemen:

We believe that you will be interested in learning that the Huntington Dry Goods Company month of April has been the most successful month, outside of Christmas business, that this institution has ever enjoyed.

We showed a gain of 35% over April, 1926, and this store now enjoys a business of over one million dollars yearly, which is the largest cash business done by any store in the state of West Virginia.

We believe the phenomenal growth of our business, during the month of April should be a matter of gratification to the Herald Papers in view of the fact that our well planned advertising campaign was carried in your newspapers exclusively.

Permit us to assure you that we highly appreciate the spirit of co-operation which has been evidenced.

Very truly yours,
HUNTINGTON DRY GOODS CO.
By M. Mittenthal.

National Advertisers can cover the Huntington field completely at one low cost by using

THE HERALD PAPERS

The Evening Herald — **The Herald-Dispatch**

Largest city, suburban, country and total net paid circulation in the Huntington market.

National Representative

DEVINE-WALLIS CORPORATION — **New York and Chicago**

SHOP TALK AT THIRTY



By MARLEN PEW

ON this glistening spring day, with unfolding Nature trilling a siren's song, with golf and the family 'bus beckoning, we leave our Himalaya heaped desk to attend a luncheon at the Advertising Club of New York. In general we find clubs, particularly luncheon clubs, deadly dull sepulchral joints where lounge Babbitts shake hands by use of the fist and elbow action and cut each other's throats in back-stairs conversation, and where the waiters are usually the only pleasant or interesting human beings to be encountered. On such a diamond-studded day as this voluntarily to spend our leisure at the ordinary luncheon club would be like giving ourselves up at the Tombs.

* * *

BUT the Advertising Club of New York is not the ordinary club. It is an extraordinary institution in every way. Never have we entered its classic portals and failed to receive a welcome from regular fellows and never have we attended an entertainment there which did not provide substantial inspiration and food for thought. There is something doing, something which might titillate the pituitary gland if, indeed, it does not give one an over-all thrill like the program that we have just witnessed and now hasten to pass on to the members of this sewing society.

* * *

IN the dim past editorial men used to get together to discuss in intimate relationship public questions of the hour as well as their own affairs. They used to seem to enjoy each other's company. There was genuine craft feeling among them. Those occasions smacked of the legendary spirit of the Cheshire Cheese and the Beaver Street coffee house. But that sort of communion among the writing and artist craft appears to have been boiled hard in an inferiority sauce. It prevailed long before editors and reporters made the great surrender to the status quo and then went into business for themselves. The free spirit of the former day, which concerned itself with public wrongs and private rights, unquestionably still exists in individuals to be found here and there, but we now rarely attend "upstairs" parties where men are heard to express their true, independent thoughts concerning the flesh and blood they write about. The great open forum in New York at present is the Advertising Club of New York. The freest and best talk that is being uttered may be heard there. The membership is interested in the "low-down" on public affairs, as well as on matters related to dauntless and profitable publication of news and its auxiliary interests.

* * *

ANY fellow who is interesting can get a hearing at the Advertising Club, from the Prince of Wales to the last man-jack who has succeeded in unearthing a glittering fact from the fathomless depths of bunk. When Carl Magee had fought the first round of his sanguinary battle with the wolves of politics and protected business in New Mexico this notable advertising club called him in, heard his story and gave the cheer that his brave soul deserved. After he had finally won the long fight in the Southwest the club called him again, heard the last chapter and stood applauding at his feet. That's the way the advertising men regard the heroes of the profession. And you never saw men in a finer brotherhood among themselves. When a member has achieved success, been elected vice-president or something of his concern, retired, married, had twins put into his arms by Dr. Black, has returned from roaming in distant parts or has written an ad that made some geezer rich overnight, the members of this club lovingly and appropriately celebrate the event with parties and with all the fixings. When a member has been snagged by hard-luck he finds himself surrounded by hands that pull upward, never push downward. I never hear advertising men knocking. They are all for one and one for all. Even some very greedy and objectionable persons among them are permitted to slide by with nothing worse than tolerant shrugs as criticism. Behind all this the vast club membership, more than 2,000 at last accounts, has perfected a marvelous system of collective effort which seeks to promote the advertising trade and control it as an ethical institution. The effort is in behalf of advertising as an art as well as a business and this calls for education, reformation of practice, cooperation in a soundly practical sense and glowing social intercourse. The beauty of the clubhouse in Park Avenue is far-famed. Its sweeping marble staircase and its collection of fireplaces brought from ancient palaces of Europe are sufficient to distinguish it as one of the most beautiful houses in America.

* * *

TO-DAY our first speaker is Julian Mason, upstanding editor of Mr. Curtis' *New York Evening Post,* and the genius publisher of Philadelphia, now in his 77th year, is sitting at the guest table, twinkling his blue eyes and having a first-rate time among folk who have something worth while to talk about. He seems to regard Mason as a favorite son. In his coat pocket, located right over the heart, is the Post's circulation record for last week, highest in the history of that ancient and honorable daily. Now, what has Julian Mason to hand to the advertising brotherhood? A red-hot talk about the evils of free publicity in this mad age. He tells of the effects upon newspapers, on newspaper men and upon advertising men. It is all bad. It is all wrong, mistaken, futile and to be avoided. He puts the blame where the blame belongs, on the shoulders of the editorial folk who weakly and meekly pass the grafting stuff into print. Mr. Mason in nowise pussy-foots, but calls everything by its right name. He gets a warm hand.

* * *

AND then comes an eloquent address by F. Lauriston Bullard, author of the editorial entitled "We Submit," published last year in the *Boston Herald* and selected last week as the Pulitzer prize-winner of the year. No sooner had EDITOR & PUBLISHER announced that Mr. Bullard and his newspaper had been so honored than the entertainment committee of the club demanded his attendance at a luncheon in his honor. He offers a masterful presentation of the essential facts in the world-renowned case of Sacco and Vanzetti, the Massachusetts radicals who are awaiting execution for a double murder which they may or may not have committed. Mr. Bullard, checking his every utterance by proofs which can not be challenged, convinces his audience that a reasonable doubt exists and certainly that his state's legal machinery, which permits of a man going to death without a review of the facts as well as the law, by a tribunal higher than the trial judge, needs some repairs.

* * *

MR. BULLARD'S stuff is the good old newspaper stuff that we all love to talk about. He is an editorial writer for one of the most careful and conservative newspapers of the United States. His interest was attracted by some seemingly glaring discrepancies in the testimony upon which the two Italian radicals had been convicted. Mr. Bullard got the court record and read it through, though it contained more than 3,000 typewritten pages of testimony. He digested this great mass of words and came to the conclusion that at least a reasonable doubt existed. Men cannot be put to death in this civilization when reasonable doubt exists as to their guilt. For a trial judge, as in this case, to posssess the power of deciding on the facts without the safe check of the state's higher court, is repellant to the fair mind. And so, unhesitatingly, despite the bitterness of the feeling in New England against radicalism, the Boston Herald challenged the court's action. The Governor of Massachusetts is reviewing the whole matter as Mr. Bullard tells his story. Justice shall be done to these despised men. Mr. Bullard receives a cheer from the advertising men. He is the latest hero. On with the next! There's a club for you!

* * *

A FEW months ago we chanced to have had a talk with a newspaper reporter who had just returned from Boston where he had made an investigation of the Sacco-Vanzetti case. He said: "They didn't kill the paymaster and his assistant. They are not guilty. There isn't a chance that they were not framed up. But they are two of the dirtiest scum that Europe has ever unloaded on our shores, one a philosophical anarchist and the other a rank communist. They will get burned in the chair and they deserve it." Mr. Bullard today impressively said: "Sacco and Vanzetti dead are worth more to communism and anarchy than they would be alive."

MORE MONEY BEING SPENT FOR ADVERTISING ART

(*Continued from page* 11)

agency, said in connection with Mr. Fitz's work:

"In the advertisements featuring glassware it is no longer our problem to show a perfectly set table. The public knows how to set a table, and are more concerned with the artistic possibilities of our product. The arrangement is important, as are the lighting effects.

"We have been using photographs in our Fostoria advertisements for several years, and have gotten some very excellent effects. In this photograph we have gone just a little farther. We have tried to get, in addition to a splendid reproduction of the glassware itself, an illustration with artistic merit."

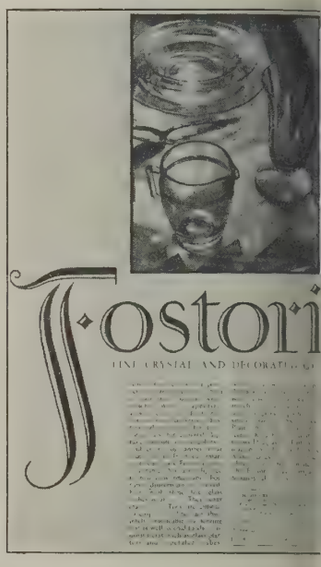
In conclusion, I must repeat the exhibit at the Art Center does not pretend to show all the good advertising art produced during 1926.

Much of the accepted art on display has been used to establish a personality or identity for a given manufacturer or his product. And again, much of it has been superimposed on the advertising message in such a manner as merely to exploit the culture and good taste of the advertiser himself at the expense of direct selling power. With this in mind, it may readily be seen that it is often difficult for the average visitor at this exhibition to say just what product or service was intended to be advertised by some of the illustrations. They seem to require the accompanying text and editorial captions which are written to intrigue the interest of the reader indirectly to the subject.

Many of the illustrations on display, costly illustrations, too, bear the same relation to the advertising message, perhaps, as that of the concert broadcast by the Boston Symphony Orchestra does to La Touraine coffee, in the latter's so-called advertising radio programs. No question is raised as to the æsthetic charm and craftsmanship of the Boston Symphony Orchestra, but some of us challenge the suitability of such material as part of an advertising program. The oily illustrators of the "Wilmington" school, who imitate so eagerly the superficial mannerisms of Howard Pyle and Frank Brangwyn, seem to stray farthest from the advertiser's subject in their strenuous efforts to attract the reader's attention. As Mr. Jordan, of "Playboy" fame, has told us, "You advertising men are often too darn clever."

There is rapidly developing benea surface in a less picturesque and ol manner an American technique in tising design which is being reco by the public at large in a very su tial way, to wit: the signing of cc by the thousands and the purcha advertised articles. Such results a ing achieved by a new kind of tean the enthusiastic and sympathetic co- tion of the copy, art, research and chandising departments of an adve agency, and through various inve tions, the most helpful co-operation consumers themselves.

By this method it is often foun a most sophisticated drawing, thor approved by artist and critic, has no



A photographic study which is a fine reproduction and an illu tion with artistic merit.

than a negative effect upon the ho in the corn belt. What passes fo verve, charm and abandon on Bro is scorned as fairy tale and nurser in the hinterland.

I know myself of a drawing do the Winchester Repeating Arms b Held, whose genius for satirizing cana is supreme. Mr. Held dashe huntsman in his inimitable styl togged out in approved sporting about to pop off his toy gun, just smart, into a swirling mess of mar mals, skunks, rabbits, partridge a like. But the hard-boiled hunters a billies of the West and South muff point completely. They said it sportsmanlike to get so close to a and not have sense enough to keep "Where'd you get them God-fo lookin' animals anyway?" "I w trust no dude to know shells"—and

This drawing must have cost a l by accepted standards of value worth its price as a work of art, no But this brings us to a moot point. pictures are sometimes extravagant it is the result of a bad habit, whic of our best agencies indulge. Th advertisements to their clients and a day, when they might have done In their enthusiasm in obtainin client's okeh they have occasionally looked the necessity for selling the product more efficiently to the con

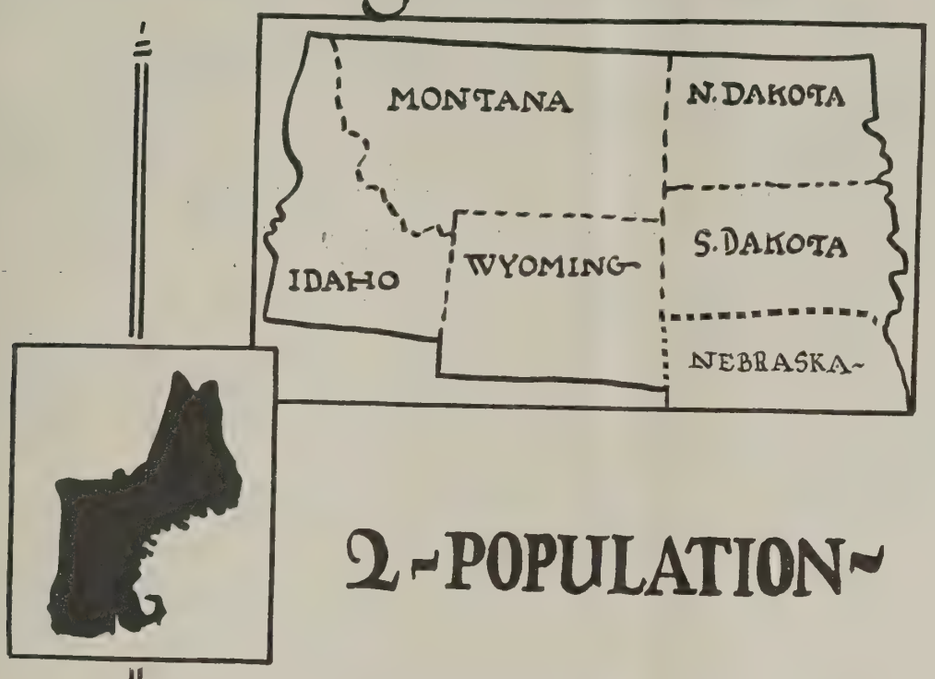
"Bigger and better art for adver is a mesmeric slogan, perhaps, bu we have asked the question, "Is i art?" should we not as emphatica sist that someone also ask, "Is i advertising?"

GOLF BUG IS LOOSE

A number of golf tournaments vertising newspaper men are plann the summer months. The first n the New York Advertising Clu Association was held at the West Hills Country Club at White Plain 10. The Metropolitan Advertisin Association has set the following for tournaments: Wingfoot, Ma Baltusrol, June 14; and Oakland 12.

COMPARATIVE NEW ENGLAND

As Your Market-----



2-POPULATION-

ACCESSIBILITY is measured by the density of population. That is, in population per square mile and the number of stores. Compare the New England territory with these six Northwestern States. In compact New England live over 7 million people. In these Northwestern States dwell a little over 4 million. In other words, New England, less than one-fifth in size, has nearly twice the population.

Which market offers greater opportunities for the national advertiser? Which market can be covered quicker and reach more people at less cost? The answer is—NEW ENGLAND. Why not concentrate your energies here.

The newspapers listed below are ready to help you. Get in touch with them.

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
*Attleboro Sun	(E)	5,497	.03	.03
*Boston Globe	(M&E)	278,988	.50	.50
*Boston Globe	(S)	325,234	.55	.55
†Boston Transcript	(E)	38,245	.20	.20
*Boston Post	(M)	394,851	.60	.60
*Boston Post	(S)	350,627	.55	.55
*Fitchburg Sentinel	(E)	12,069	.06	.045
*Haverhill Gazette	(E)	16,061	.065	.05
*Lynn Item	(E)	17,004	.065	.05
†Lowell Courier-Citizen and Evening Leader	(M&E)	21,310	.07	.07
*New Bedford Standard Mercury	(M&E)	32,607	.10	.10
*New Bedford Sunday Standard	(S)	29,262	.10	.10
*North Adams Transcript	(E)	10,427	.05	.04
*Pittsfield Eagle	(E)	18,264	.05	.05
*Salem News	(E)	21,495	.09	.07
*Taunton Gazette	(E)	9,414	.045	.035
*Worcester Telegram-Gazette	(M&E)	99,207	.28	.25
*Worcester Sunday Telegram	(S)	52,740	.21	.18

CONNECTICUT—Population, 1,380,631

		Circulation	2,500 lines	10,000 lines
*Bridgeport Post-Telegram	(E&M)	44,446	.15	.15
*Bridgeport Post	(S)	21,910	.10	.10
*Hartford Courant	(M)	34,725	.09	.09
*Hartford Courant	(S)	57,795	.13	.13
††Hartford Times	(E)	56,077	.13	.13
**Middletown Press	(E)	8,560	.05	.03
†New Haven Register	(E&S)	48,076	.145	.135
**New London Day	(E)	12,293	.06	.045
††Norwich Bulletin	(M)	12,842	.07	.05
**Norwalk Hour	(E)	6,429	.04	.04
††South Norwalk Sentinel	(E)	5,320	.04	.03
*Stamford Advocate	(E)	10,619	.05	.04
*Waterbury Republican-American	(M&E)	24,018	.08	.08
*Waterbury Republican	(S)	15,214	.08	.08

MAINE—Population, 768,014

		Circulation	2,500 lines	10,000 lines
**Portland Press-Herald Express, Sun & Telegram	(M&E)	59,356	.20	.16

NEW HAMPSHIRE—Population, 443,683

		Circulation	2,500 lines	10,000 lines
**Concord Monitor-Patriot	(E)	5,773	.0375	.025
††Keene Sentinel	(E)	3,980	.036	.023
**Manchester Union Leader	(M&E)	32,585	.15	.12

RHODE ISLAND—Population, 604,397

		Circulation	2,500 lines	10,000 lines
††Newport Daily News	(E)	6,249	.0336	.0293
**Pawtucket Times	(E)	28,188	.08	.08
**Providence Bulletin	(E)	71,443	.20	(B).27
**Providence Journal	(M)	38,599	.12	(B).27
**Providence Journal	(S)	74,009	.20	.20
*Providence News	(E)	28,189	.08	.08
*Providence Tribune	(E)	21,808	.10	.09
**Westerly Sun	(E&S)	5,273	.03	.03
**Woonsocket Call	(E)	14,880	.05	.05

VERMONT—Population, 352,428

		Circulation	2,500 lines	10,000 lines
**Barre Times	(E)	7,282	.03	.025
††Brattleboro Reformer	(E)	3,520	.035	.02
**Burlington Free Press	(M)	14,265	.05	.05
*Rutland Herald	(M)	11,539	.05	.05
††St. Johnsbury Caledonian-Record	(E)	4,061	.03	.02

* A. B. C. Publisher's Statement, Oct. 1, 1926.
** A. B. C. Publisher's Statement, March 31, 1927.
† Government Statement, Oct. 1, 1926.
†† Government Statement, March 31, 1927.
(B) Combination rate Daily Journal and Eve. Bulletin.

CANDIDATE'S FALSE TIP ABOUT HIMSELF TO PRESS LANDS HIM IN COURT

Jury Acquits Him of Giving Untrue News to Brooklyn Eagle, Though He Admitted Charge, Calling His Act a "Joke"

UNIQUE in the history of court trials and newspaper suits was the case of William E. Skillman, young attorney and unsuccessful insurgent candidate for the Republican nomination as New York State Assemblyman in the Twenty-first Assembly district, who sent false news in forged telegrams to four Brooklyn newspapers because his "campaign was waning and it needed stirring up."

Skillman, who was acquitted Thursday afternoon by a jury in Judge W. Bernard Vause's part in the Kings County Court, had been indicted on five charges, four of which were made by the newspapers who received the false information. The other was brought against him by Frederick J. H. Kracke, United States Port Appraiser of the Port of New York, who charged that Skillman forged his name to the telegrams addressed on Aug. 25, 1926, to *Brooklyn Daily Eagle, Daily Times, Standard Union,* and the *Citizen.*

On Wednesday of this week, Assistant District Attorney Louis Goldstein moved for the trial of the one involving the Eagle.

The telegram which was alleged to contain misinformation read as follows:

"It is reported that William E. Skillman, insurgent candidate for member of Assembly from 21st A. D., Kings County, is living with a woman not his wife. Investigate.

"KRACKE."

Skillman's defense was that the text of the telegram was true, because at that time, he maintains, he was residing with his mother at 315 East 18th street, Brooklyn. In testifying for himself, Skillman said:

"Yes, I sent the telegrams as a joke. The campaign seemed to be waning. There wasn't much doing. It needed stirring up. I wanted to see how the Commissioner (Mr. Kracke) would take it. I didn't think he would take it as seriously as he did. At the time I sent it I knew it would not be published."

Skillman admitted that he sent the telegrams in the heat of a political fight with Mr. Kracke, who was running on the opposition ticket. He said that he did not realize exactly what he was doing. He maintained that, although the telegram's implication was bad, the text was correct.

In discussing the case, Assistant District Attorney Goldstein said: "The question in the case was whether or not the telegrams were intended for publication. This law which went into effect six years ago, making it a misdemeanor to send false information to a publication, was passed with the intention of preventing fraud or libel through the use of the press. It would not have been such a 'joke' if the Eagle had not investigated the message, and had published it."

In the course of the trial, Port Appraiser Kracke went on the stand to say that he had nothing at all to do with the sending of the telegram. A representative of the Postal Telegraph Company was also called to the stand. The telegrams had been sent from the company's branch office at 1277 Lenox avenue, New York, and, after a checkup, Samuel Sherner, branch supervisor, said he remembered Skillman sending the telegrams.

After a half-dozen character witnesses had testified that Skillman has a good reputation as a lawyer and had distinguished himself as an aviator in the World War, the jury was given the case. After three minutes of deliberation, the jury acquitted Skillman.

In a statement to EDITOR & PUBLISHER concerning the case, Harris M. Crist, managing editor of the *Brooklyn Daily Eagle,* said:

"This is the first prosecution in Kings County under this new State law and it is likely to have a wholesome and widespread effect. The law is intended to provide punishment for those who wilfully give misleading information to newspapers. Skillman was a candidate for office at the time, and sent a phony message to the Eagle and other newspapers, evidently thinking that stories helpful to him would be published. His idea was to appear as a martyr suffering from false accusation. Although a lawyer, Skillman seemed to think that editors would swallow his message without investigation. Inquiries quickly revealed the falseness of the tip and the fact that the messages were bogus.

"When the fraud was exposed Skillman disappeared. The district attorney acted promptly and wisely and an indictment followed. Skillman stayed out of town for many weeks after he was indicted, but finally surrendered and was brought up for trial. The Eagle has played up this incident so that all readers may know of it. It will doubtless have a wholesome influence in curbing the thoughtless and vicious who, for various reasons, might be tempted to make use of the press to exploit misinformation.

"Skillman was found not guilty by a jury, in spite of the fact that he took the stand and admitted sending the false telegram, and he said he did it as a joke."

BONUS FOR STAFF

The loyalty of the staff of the *Albany* (N. Y.) *Times-Union* in working a continuous stretch of approximately 30 hours on top of more than two weeks of twelve-hour days was recognized by payment of a salary bonus by Dan Carroll, managing editor, and Wilson Sullivan, city editor. This was in connection with a sensational trial of two youths for hold-up murder, which culminated with the Times-Union, afternoon daily, printing three complete special editions over-night in less than ten hours. The third edition, issued four hours after the verdict, carried complete stories of the court room scenes and other details.

PAPER INSURES STAFF

Executives and other employes of the Journal-Chronicle company, publishers of the *Owatonna* (Minn.) *Journal-Chronicle,* last week received the benefits of group insurance under a plan sponsored and worked out by E. K. Whiting, president.

LOCAL AGENTS PLEASED WITH AD CAMPAIGN

Automobile Liability Insurance Men Report Success in Cooperative Drive in Mid-West States

Local automobile liability agents were well pleased with the results of their co-operative advertising campaign staged in Illinois, Indiana and Michigan during April, according to reports received by Leo E. Thieman of the Casualty Information Clearing House, Chicago, which prepared the mats for the local agents.

"The campaign has had a number of desirable effects which might be expressed as follows: Increased sale of automobile liability insurance, a better understanding of that form of coverage by the public, and better spirit of the public toward the agents and the insurance business," Mr. Thieman states.

"During the 'Insure in April' movement, advertising campaigns were inaugurated and run in scores of cities in each of the three states."

The following excerpt from a letter received is from F. J. Budelier, a local agent of Rock Island, Ill., is indicative of the general situation and the value of appealing to the public through newspaper advertising, Mr. Thieman said.

"The next morning after this meeting was held, I called in the advertising man from the *Rock Island Argus,* which is our only local newspaper, and gave him a list of the agents to call on in order that we might put on the advertising campaign as put out by the Clearing House Association, and within an hour he had a sufficient number of the le agents to put over such a campaign a very small cost to each agent.

"I have found that the adver which we are putting in the pape creating considerable comment, as p seem to be discussing automobile lia and property damage protection, an also stressing larger liability limits good many of the agents have tol that people are coming into their o and ordering liability and property age protection on their automobiles we find the same to be true in our office.

"This campaign seems to be going big, as the agents informed me that are getting results from it. Not that, but it has started a good ma the people thinking, and even if they automobile insurance of this kind, small limits, a good many have bee creasing their limits up to where should be."

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STA
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

ADVERTISERS who understand the Iowa situation know from experience that the consumers' market there cannot be properly sold without the use of newspapers in these twenty-one key cities.
IOWA DAILY PRESS ASS'N

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawkeye
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat & Leader
Davenport Times
Dubuque Telegraph-Herald
Fort Dodge Messenger & Chronicle
Fort Madison Democrat
Iowa City Press Citizen
Keokuk Gate City
Marshalltown Times-Republican
Mason City Globe-Gazette & Times
Muscatine Journal & News-Tribune
Oelwein Register
Oskaloosa Herald
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Courier
Waterloo Tribune

Detroit
Fourth
Largest
City
Complete coverag
with one paper.
The Detroit New
Offers advertise
unusual opportuniti

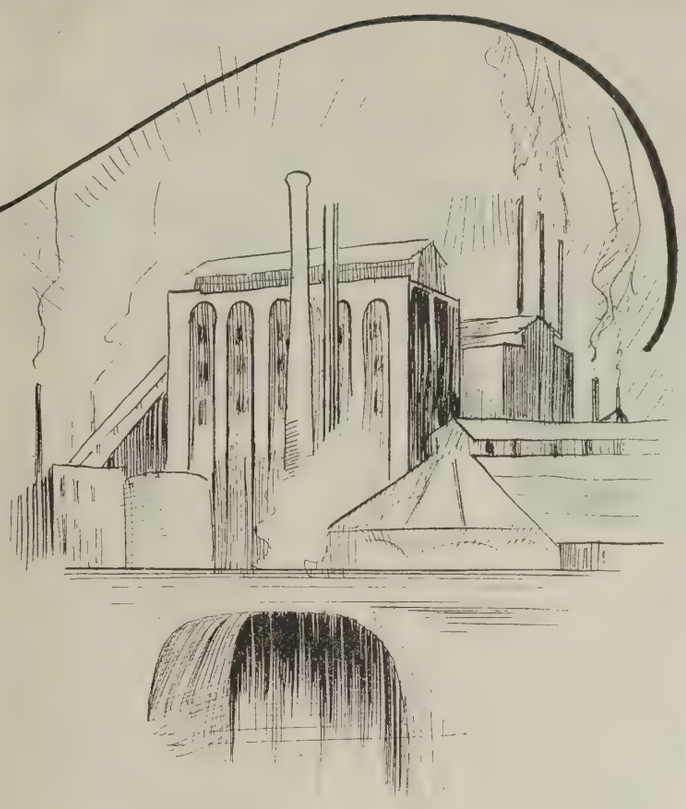
Largest Circulation
and
Largest Volume of
Advertising
of any Daily west of the
Missouri river
LOS ANGELES
EVENING HERALD
REPRESENTATIVES
Chicago, JOHN H. LEDERER, 910 Hearst Bldg.
San Francisco, A. J. NORRIS HILL, 610 Hearst Bldg.
New York, HERBERT W. MOLONEY, 604 Times Bldg.

America's
Complete
Newspaper
NEW YORK
Herald
Tribune

Buffalo, The Wonder City of America
Buffalo—a profitable Market for Advertisers
Sales in Buffalo are splendid for advertising goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the
BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo Homes
EDWARD H. BUTLER
Editor and Publisher
KELLY-SMITH COMPANY
Representatives
Marbridge Bldg. New York, N. Y.
Atlantic Bldg. Philadelphia
Tribune Tower Chicago, Ill.
Waterman Bldg. Boston

Sell COLUMBUS and the G·C·O·M
During 1926 The Columbus Dispatch carried more agate lines of paid advertising than any other Ohio newspaper.
Advertisers who use The Daily Columbus Dispatch are guaranteed a total net paid circulation of 113,678. . . . . Many, many thousands more than any other Columbus newspaper.
Dispatch
OHIO'S GREATEST HOME DAILY

Pennsylvania's greatest assets



Mines and Industry—

How many people realize that the mines of Pennsylvania produce 85 times the value realized from her forests and more than twice the value realized from her farms.

To express it more emphatically, practically two out of every three freight cars hauled on the railways of Pennsylvania are filled with the products of the mines. Some idea of the magnitude and volume of these products may be gained if it be realized that a freight train carrying a year's production of the mines would reach more than twice around the world at the equator or would reach 17 times from Philadelphia to San Francisco, or 147 times from Philadelphia to Pittsburgh, or if traveling continuously day and night at 25 miles an hour, would require 86 days to pass a given point.

Roughly, the mines and industries using mineral products are responsible for two-thirds of the industry and wealth of Pennsylvania. A State that is so rich in natural resources, in productive wealth, is always a good market for the national advertiser.

These newspapers listed below invite you to investigate this market.

		Circulation	2,500 lines	10,000 lines
**Allentown Call	(M)	34,660	.11	.11
**Allentown Call	(S)	23,813	.11	.11
††Beaver Falls Tribune	(E)	7,141	.03	.03
††Bethlehem Globe Times	(E)	14,147	.06	.06
††Brownsville Telegraph	(E)	7,818	.04	.04
*Chester Times	(E)	19,742	.09	.07
††Coatesville Record	(E)	6,866	.035	.03
**Connellsville Courier	(E)	6,012	.02	.02
**Easton Express	(E)	34,476	.10	.10
**Erie Times	(E)	30,594	.08	.08
††Greensburg Tribune Review	(EM)	14,800	.05	.05
††Hazleton Plain Speaker	(E)	20,582	.08	.07
††Hazleton Standard-Sentinel	(M)			
*Mount Carmel Item	(E)	4,340	.0285	.0285
**Oil City Derrick	(M)	6,903	.04	.04
**Pottsville Republican and Morning Paper	(EM)	15,887	.08	.07
**Scranton Times	(E)	43,000	.13	.12
*Sharon Herald	(E)	7,456	.0357	.0357
**Sunbury Daily Item	(E)	5,922	.035	.035
*Warren Mirror-Times	(ME)	9,291	.043	.043
*Washington Observer and Reporter	(M&E)	17,384	.06	.06
††West Chester Local News	(E)	11,941	.04	.04
**Wilkes-Barre Times-Leader	(E)	26,442	.08	.06
††Williamsport Sun and Gazette & Bulletin	(ME)	29,931	.09	.09
††York Dispatch	(E)	20,131	.05	.05

*A. B. C. Statement, Oct. 1, 1926.
**A. B. C. Statement, March 31, 1927.
†Government Statement, Oct. 1, 1926.
††Government Statement, March 31, 1927.

N. Y. WORLD VETERANS CELEBRATE 44TH YEAR OF PULITZER OWNERSHIP

Members of Quarter Century Association Hold 17th Annual Dinner May 10—Mayor Walker Speaks—Group Has 275 Members

NEARLY 200 veterans of the *New York World* organization got together in Turn Hall, 85th Street, at Lexington Avenue, Tuesday night, and drank a toast to Joseph Pulitzer, who purchased the World from Jay Gould 44 years ago May 10.



I. D. White

The occasion was the seventeenth annual dinner of the World Quarter Century Association, made up of men and women who have been associated with the World and the Evening World continuously for 25 years or more, and the chief speaker was Mayor Walker.

"The first paper I remember coming into my father's home was the World," said Mr. Walker. "There is no paper for which I have a higher regard, no paper in which I can find more news in the newsiest way.

"Politically the World is independent. No politician owns the World, and I never knew a politician it wanted to own. I admire it, although it has said some things I haven't framed or preserved to hand down. I don't care what politically it writes, but I hope it continues to have the approval of the citizens of New York. An institution founded on the principles on which Mr. Pulitzer founded the World must continue to have its following."

Other guests who were speakers included James W. Barrett, city editor; John F. Bresnahan, business manager; Joseph D. Sullivan, assistant business manager, and Martin King of Attala, Ala.

The association's membership now is 275, more than 11 per cent of the 2,354 persons employed by the World, it was remarked by Isaac D. White, president and toastmaster.

Those present included William Jenkins and Charles Monaghan, who have been with the World more than 50 years, long before the change in ownership. Also there was John D. Hadwin, who came from St. Louis with Mr. Pulitzer and was celebrating his forty-fourth anniversary in the financial department. The ten feminine members had a long-service representative in Miss Isabel Groves of the telephone department, known over the wire to staff members as "Jessie."

Edward Weisman headed the committee in charge of the dinner.

The association's membership includes:

EDITORIAL AND ART

Frank W. Conkling, Fred W. Shipman, Isaac D. White, Robert R. Wilkes, Frank Neimeyer, Erastus W. Osborn, Theodore E. Murray, Marc McGrath, John Pollock, Frederick B. Saumenig, Thomas P. Orr, Samuel S. Fontaine, Charles McCarthy, Robert H. Lyman, Timothy Walsh, James W. Wells, John H. Tennant, Edward E. Bowns, John Fay, John McNevin, Vincent Treanor, Albert E. Wood, John L. Heaton, William Mason, Elton E. Burroughs, William F. Warnecke, George F. Murray, Edward A. Roth, Frank Seymour, George Amy, Edmund F. Flinn, Samuel G. Cahan, Martin Green, Robert S. Ament, Edward F. Casey, Daniel B. O'Shea, Alfred M. Snediker, Edward Rudolph, Will Van Benthuysen.

ADVERTISING

Harry T. Cook, Thomas S. Lonergan, Sigmund Eiseman, John C. Kerrigan, Frank Miller, Edward M. Rogers, Charles L. Huson, Miss Isabel Groves, John F. Evans, George Myer, Joseph P. Crynes.

COMPOSING ROOM

William Jenkins, Henry Jenkins, John Rutan, Miss Mary Sullivan, John Loehr, James Quinn, Arthur H. Torkington, John C. Wardell, John H. Hayes, T. Joseph Rooney, Thomas Boyd, Robert Campbell, Albert Finn, Mrs. M. L. Kingsley, Charles E. Lytle, Charles W. Drew, Charles C. Harrison, Morris Morse, Samuel H. Crane, William A. Kelly, E. Betz, George J. Buckley, George A. Perry, Fred B. Ilsley, William H. Thornton, George R. Wagner, Leonce Levy, Patrick J. Quigley, John J. Lambert, John J. Farrell, Joseph Conrad, James A. Brown, Harry J. Convery, Harold E. Dean, John R. Farlow, Arthur B. Fessenden, Frank M. Horn, James C. Lambert, Marshall Rufus Lydy, William S. McCord, George W. Maine, James F. MacLauchlin, Fred R. Muller, Elihu B. Perry, George W. Ruckoldt, Daniel O'Brien, Austin A. O'Brien, Gustav Peyser, James J. Nolan, Joseph Gardiner, C. B. Gillette, Thomas P. Hayes, H. M. Vanderslice, John A. O'Brien, William B. Tindle, Jay C. Seager, James R. Kirwin, C. F. Shepard, Walter H. Bock.

PRESS ROOM

Patrick J. Butler, Ira Kingsbury, Otto Kirsch, William J. Butler, George Casey, George W. Gee, James T. Maloney, John J. Wilson, Charles Butler, James P. Condon, William Knowlton, John Ludwig, August J. Bly, William E. Johnston, Frank J. Schlosser, William J. Sullivan, Henry E. Dahl, Michael Blink, Joseph W. Brochu, Clarence J. Dickinson, Frank T. Dickinson, George A. Flecker, John J. Maloney, Samuel E. Speare, Peter Conners, James Cogan, James S. Laverty, Frederick A. Lundy, Thomas Quigley, Augustus Shopp, Andrew Swansson, Thomas J. Cooke, William A. Thompson, Joseph C. Searing, John Daly, Wesley Graham, Frank Vail, John Cahill, Michael Madigan, John Meiers, Andrew Noble, Charles Derry, Frank Taylor, James Byrnes, Louis Rogers, Edward Dermon, John Atwood, William Biersack, Thomas Gafford, Conrad Greisel, William Kellington, George Miller, David Palmer, T. Quigley, Edward Ralpi, Fred Hollweg, William Keatley, James Fagin.

STEREOTYPE

Fabian Le Febyre, Ambrose J. Dean, James F. Roney, James S. Brown, William H. Hammill, George Ware, William Wilder, Theodore Claasen, Winfield T. Keegan, Joseph J. McKeegan, George Garrison, James J. Williams, E. Guile.

CIRCULATION

Charles Monaghan, Henry Heuss, Philip Heinrich, Charles Roach, Isaac J. Woolf, Edward Weisman, William S. Davis, William O'Brien, Samuel Samuels, Philip Gerdinger, Harry C. Openshaw, Morris Samuels, George Eull, James F. Kehoe, George H. Price, Vincent Morello, William Willis, John Schwerein, Thomas L. Wallace, Barney D. Samuels, Tillie E. Kivlen, Joseph M. Claire, Walter J. Dempsey, Dennis Monks, Henry Meiers, Murray J. Riddle, Joseph M. Scott, James O'Brien, John J. Jackson, Frank Brosnan, Joseph Cosgrave, Conrad Hepp, John Tuscano, Pierce Halbert, Charles Lamake, William McElroy, Michael Tessler, Thomas Wilson, Morris Kapplan, Edward F. O'Shaughnessy, Philip Sullivan, Joseph Lannon, Benjamin Diamond, Meyer Weisse, Joseph Shinbine, Joseph Eisenberg, Jeremiah Murphy, Adolph Nagler.

PUBLICATION

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ELECTROTYPING DEPARTMENT

John Ficken, Willard Walsh.

RETIRED

Samuel C. Collins, George F. Newton, Norris A. Clowes, James Quinn, James McKernan, Don C. Seitz, William W. Gray, Charles Menzies, Harry S. Rushmore, Willis C. Ring, Alfred B. Travis, John H. Gavin, Timothy Gorman.

DAILY CRIME NEWS FROM PAGE ONE

ACCOUNTS of murder trials have been banned from page one of the *Warren* (Pa.) *Tribune.* The new policy was adopted, it was explained, "because the Tribune believes a majority of its readers are in favor of a clean paper."

"News is news," the Tribune said, "but in the future items pertaining to vulgar or unsavory cases will be carried inside and as inconspicuously as possible."

SPRINGFIELD VETERAN RETI

Carl Withe, mechanical superinte of the *Springfield* (Mass.) *Union Evening Union* for more than 25 and an employee of the newspape nearly 40 years, retired this week. position is being filled by Harold I hue.

EDITOR GIVEN HOLIDAY

Sherm F. Myers, editor and pub of the *Anita* (Ia.) *Record,* weekly was recently sent on a holiday b subscribers, has a contemporary in stralia. Reverend R. B. S. Ham editor and owner of *Grit,* weekly, brated its 21st birthday last month. readers of Grit gave him £200 as a " ing of Age" birthday present, so th might take a long needed vacation. Hammond is president of the Prohi Party in Australia and has visited An several times.

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The New York Evening Graphic shows greater gain in lineage (41%) than any other New York paper.

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NEXT WEEK, IN THE MAY 21st ISSUE

These articles will be hailed far and wide as the most important development of recent years in the science of National Marketing.

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Within the past week a letter and a circular describing "The Key to Consumer Buying Ability" have been mailed to every Advertising Agency and every General Advertiser in the country. If by any chance this literature did not reach your organization—or was routed to the wrong individual—we shall be very glad to send you another complete set, including a proof of the first article, explaining the basis of these new Index Numbers, telling how to use the Charts, and giving the Buying Ability figures for Massachusetts—the first state treated.



Our Own World of Letters

By JAMES MELVIN LEE

ONE of the most interesting characters in the history of American journalism was Mordecai Manuel Noah who edited first one newspaper and then another in New York City. His whole life was one of adventure and romance. Of him it was said somewhat humorously that he tried to edit every newspaper in New York. In addition to his newspaper work he held numerous public offices. These facts along with other pivotal points in his career are brought out in "History of the Jews in America"—a work of rare scholarship by Peter Wiernik, editor of the *Jewish Morning Journal*.

For another reason Mr. Wiernik's volume deserves mention in "Our Own World of Letters." It contains valuable historical matter about the Yiddish press and the neo-Hebrew periodicals—material that is not found in any other volume.

Mr. Wiernik pays a very nice tribute to Isaac Mayer Wise, the father of Mrs. Adolph S. Ochs. Best known as a great educational leader, Mr. Wise was at various times interested in journalism. Soon after his arrival in Cincinnati he established the *Israelite* and through this paper he promoted his various reforms for the betterment of his race. In 1855 he established a German weekly the *Deborah*, through which he reached that part of the Jewish public that did not read English. In addition to writing numerous articles for periodicals, he was the author of various works on historical and theological subjects. He even wrote several novels and two plays (in German). But his chief strength, as the volume points out, lay in his ability as an organizer. To the college which he founded in Cincinnati, Mr. Ochs recently made a very handsome donation.

* * *

MOST American histories quote only American newspapers in their attempts to show the attitude of the people toward Great Britain at the time of the Stamp Act and the outbreak of the Revolution. For some reason historians have completely overlooked what Englishmen read in their newspapers about such events as the Stamp Act, the Townsend Act, the Boston Tea Party, and the punishment of Boston.

This field that has long lain fallow has well been plowed over by Fred Junkin Hinkhouse as he gathered material for "The Preliminaries of the American Revolution as seen in the English Press (1763-1775)." To read this volume is to take a seat in a London coffee house and to read contemporary comment about the news events in the American colonies overseas.

The opening chapter discusses the newspapers of the day. It warns the reader that the English printer brought out his paper without one word of editorial comment. Expression of opinion must be found in the letters from contributors who were volunteer and unpaid editorial writers of the period. Professor Hinkhouse points out that such letters were a characteristic feature of English journalism during the years covered by his volume. In other words, the printer took no sides in his own paper but looked upon himself only as a purveyor of the opinions of others. "He was scrupulously impartial in his choice from his letter-bag. Merit and immunity from the law of libel were the only conditions exacted." The verdict of Professor Hinkhouse is that the London printer in what he inserted about American affairs lived up to his professions and lived up to the boast of the printer of the *Morning Chronicle*, "I am the servant of the public—their messenger—their mouthpiece."

The opening chapter gives just the right background to understand those that follow. The following contemporary comment presents an interesting view of how the press was regarded:

> You seem to think the Channel of a Pamphlet more respectable and better suited to the Dignity of your Cause, than that of a News-Paper. Be it so. Yet if News-Papers are scurrilous, you must confess they are impartial. They give us, without any apparent Preference, the Wit and Argument of the Ministry, as well as the abusive Dullness of the Opposition. The Scales are equally poised. It is not the Printer's Fault, if the greater Weight inclines the Balance.

Americans in England worked the press for publicity for their views. The charge that a "number of anti-American letters were printed for pay," is confirmed by a writer in the *London Chronicle* who speaks of "the host of pitiful scribblers retained in constant pay for the purpose of misrepresenting and slandering Americans." The chapter concludes with some interesting sidelights on how the newspapers of the day were edited and made.

The chapter dealing with what the British press printed about the Stamp Act is one of the most valuable contributions. The scarcity of news from America prior to 1755 is interpreted by Professor Hinkhouse in the light of a maxim, "No news is good news." Before the outbreak of hostilities the news from America most worth publishing was that which forecast the contest. But the Stamp Act broke open the columns for more news and comment about America.

Attention is called to the fact that in the English publications there had been some slight mention of American taxation before the act became a law, but there was no realization of its significance. Mention is made that in this failure to appreciate the importance of the attempt to tax the colonies the press and parliament were alike, for the latter passed the legislation in a most perfunctory way. One of the first bits of disquieting news was the report that American printers were planning to discontinue or curtail publication on account of the tax. From the middle of October, 1765, the Stamp Act became "by far the leading topic of English journalism" which covered the American event with considerable thoroughness in view of the limitations of the press in getting reports which were six weeks late.

Three ways are given to show how British newspapers received and distributed news from America. In the first place, accounts in American papers were reprinted either in entirety or in extract—"rarely were they condensed or rewritten." In the next place, London newspapers inserted letters or extracts from letters that came from America. In the last place, official state papers were given publicity in the columns of the press. It is interesting to note that the London papers remembered their professions of impartiality and that no reasonable claim can be made that such impartiality was not deserved—the proof may be found in the volume.

Professor Hinkhouse mentions in passing that when the vote on the repeal was taken newspapers were chary about printing the results. "The heavy hand of government was likely to fall upon those who dispensed news of Parliament before several months had elapsed." Enterprising printers, however, found ways to intimate the result. The *St. James's Chronicle*, for example, in its issue for Feb. 22, 1766, inserted, "We are assured, that the Betts now run 275 to 167, that the Stamp Act will be repealed; and it is thought that the Odds will be still higher by Monday."

What brought about the repeal is listed by Professor Hinkhouse as follows:

> The conclusion is irresistible to one who reads the contemporary newspapers that the Stamp Act was repealed, not because of any recognition of justice in the American claims, but because of the pressure brought to bear by the trading and manufacturing interests of England. Foreseeing their business ruined if the Stamp Act was forced upon America, they sought and gained the repeal. On March 18, a committee of London merchants wrote a letter to John Hancock and other merchants in Boston, relating the very large part the British merchants had had in the repeal and recommending to the Americans that they behave with moderation, without affecting to triumph.

Other chapters take up the constitutionality of taxation, colonial and imperial points of view, the controversy over the introduction of Church of England bishops into the colonies, the Townsend Acts by which the reduction in land taxes was to be met by raising new revenues, the famous Boston Tea Party, the punishment of Boston, and last of all the news of Concord, Lexington, and Bunker Hill.

The English public received its first news of Lexington and Concord through a reprint from the *Salem* (Mass.) *Essex Gazette*. The first version given to the London public, therefore, presented the American side. It was some little time before the government organ, the *London Gazette*, printed the official report which differed materially from the ican version. Writers for the pr began to throw back and forth t of being the first to fire. Professo house frankly admits that bot knew the propaganda value o atrocities and that the American accused of scalping and cutting off the wounded. Extracts printe volume seem, however, to show British press set forth the Americ timent with remarkable accuracy

In its concluding chapter P Hinkhouse calls attention to the a significant aspect of his study h to make evident the great am support the American view poin in the English press and that ma lish letter writers considered th of America as a common cause a the friends of America in Englar "not limited to a few advocates liament, but included a large a vocal group outside."

The volume is published by the bia University Press of New Yor



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...GER SUSPENDED ...TRIED CENSORSHIP

...fficial Threw Borger Reporter ... and Threatened Managing ...ditor—Governor Acts Promptly

..., Tex., May 11.—A Texas ...who apparently attempted to ...ws he didn't like met with swift ...n from his job at the hands of ... Dan Moody, Saturday, May 7. ... A. P. Cummings, one of sev... to Borger, oil field town, ar...ictor Wagner, reporter of the *...erald* and put him in jail, after ... articles printed in the paper. ...ngs not only allegedly was a ... the reporter's arrest without ...ut he forcibly prevented tele... of news dispatches bearing upon ... predicament, according to T. E. ... managing editor of the Herald. ...r, held in jail from 6:30 one ...until after midnight, was re... on the telephoned order of Gov...n Moody. No charge had been ...inst the reporter, whose deten... attributed more to publicity ...to the rangers and to certain ...ers than, as was claimed, to make ...tell officers where he got infor...s printed in the Herald, report... purported presence in Borger ... Kimes and Ray Terrell, out... Managing Editor Caufield said he ...agner tell the officers where the ...on came from. Another story ...erald quoted court testimony to ...t that two police officers struck ...with their fists after a futile ...f his place for liquor.

...d went Friday night to the ... Union office and wrote a tele... the Associated Press advising ...gner was held without bond. ...gs, who walked in, snatched the ... from his hands, according to ... dragged Caufield by the collar ... the street, pulled Caufield's ...ff and told him that if he sent ...gram containing the ranger's ... would give the editor "the ...st beating he ever had."

...d went back and wrote another ... "Wagner held without bond. ...gram dictated by rangers," and ... also snatched out of his hands.

... Saturday ordered Adjutant ... Robertson to instruct Ranger ... Cummings by wire that he was ...d, and to order Cummings to ...for investigation, and he di... thorough investigation of the ... conduct.

...r. Cummings does not know it," ... Moody wrote to Attorney ... Robertson, "he ought to know ...has no authority to exercise a ...p over the press and that he ...ight to arrest people and place ... jail because they write things ...ewspapers which are not pleasing ...

...er he ought to realize that any ...to prevent the use of the tele-graph wires for either of the purposes above mentioned" (reporting to officers or sending out reports to newspapers of the reporter's arrest) "would be beyond his authority as a peace officer.

"I am responsible for the rangers being in Borger, and I expect to support them thoroughly in all lawful attempts to enforce the law and quiet conditions in that place, but I do not expect to meet lawlessness with lawlessness."

Editor Caufield in a statement said the ranger told him, before tearing up his telegrams that no charges had been filed and that he couldn't make bond for the reporter "until I am ready."

SELLING ELEMENTS OF SNYDER-GRAY STORY

(*Continued from page* 4)

The Times did it by using three reporters for this work alone. Each "took" the testimony for from ten to 15 minutes, and then dictated it over one of the direct telephones into the Times office. Frequently, at recess, the Times was only ten minutes behind the court, Lister said.

Five Times reporters were in the courtroom during most of the trial. Inside the office were two members of the staff taking the dictated testimony, a rewrite man who wrote the leads, and the city editor, who devoted himself solely to the story.

It was a reporter who had been on the scene during the whole case who insisted that New York overplayed the story. Mefford, who covered the Hall-Mills case for the *Daily Mirror,* and is now with the New York Daily News said the Snyder affair was "hippodromed."

"At best, it was nothing but a cheap, sordid murder, with the one element that really makes a good newspaper yarn—mystery—missing," he said.

"There never was, except for the first day, any mystery about it. I believe everybody realized this long before the trial began but in their enthusiasm had maneuvered themselves into the position of having started something they couldn't stop. Consequently, every paper in town had about fifty per cent of their staffs out digging, or at least supposedly digging—for the mystery that did not exist.

"Never, in my opinion, was there another story in which so much bunk got into print; nor another story so badly faked. The reporters themselves were to blame for this.

"The district attorney's office handed out great quantities of pure bunk; so did the police; so did Gray's attorneys; so did Mrs. Snyder's counsel; so did the sheriff's office and jail attendants. Shyster lawyers chipped in with tips on certain non-existent angles of the story, fabricated out of the whole cloth, just to get their names in print.

"And the reporters, fighting frantically among themselves, swallowed it whole and begged for more. Toward the last, except for a few of the older heads, the gang covering the courthouse and jail, made no effort to verify the thousand and one rumors that sprang into existence out of thin air. Instead, they rushed to the telephone, hurried it into print and then had to deny it in the next edition.

"At the trial the same conditions prevailed. The whole affair was hippodromed.

"Little attention was paid to the evidence. Even before the jury was selected Ruth Snyder and Judd Gray had been tried, convicted, electrocuted and buried by every paper in town.

"Naturally when the actual trial began, they had to resurrect the two principals and in order to do so, had to write more bunk to carry the thing through.

"I survived five months of the Hall-Mills story, which in my estimation was a real story, and managed to retain my good disposition. This darned Snyder-Gray thing, however, I am forced to admit, got my goat—if I ever had one—and just completely ruined about two months of my young life.

"That is my opinion and I'm going to stick to it. I might mention, however, that perhaps the foregoing illustrates the reason I have never become a managing editor—maybe I don't know a good story when I work on one."

Reporters who covered the Snyder-Gray murder trial were the guests of playwrights at two plays in New York during the past two weeks. Last Tuesday evening they attended a performance of "Crime" on the invitation of Samuel Shipman, co-author of the play. About 200 seats were reserved for them. Last week Maurine Watkins, author of "Chicago," was hostess to the newspapermen and women at an evening performance of the play on Tuesday, May 3. On Wednesday evening the reporters attended a dinner at the Hotel McAlpin, New York, tendered to District Attorney Richard Newcombe, prosecuting attorney at the murder trial.

Most of us envy the fellow who is morally and financially independent enough to stay away from people and places that bore him stiff.—*Florence* (Ala.) *Herald.*

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STUDENTS UPHOLD EDITOR

Refuse to Ratify Attempt to Supervise Editorial Policies

Students of the University of Oregon upheld the editor of their paper, the *Daily Emerald,* by an overwhelming vote in his fight for editorial independence. The student council of the university had proposed an amendment to the student body constitution whereby the editor would be required to submit his editorial policies in advance of publication to the council for its O. K.

Sol Abramson, editor, made an aggressive fight for freedom of the press and received letters from editors of daily papers in Oregon and elsewhere in support of his stand. The students defeated the amendment by a vote of 1,329 to 368.

CHURCH GROUP USES DAILY

London Catholic Federation Buys Column to Print Archbishop's Letter

Following up the story in last week's EDITOR & PUBLISHER on how a British missionary employed advertising to spread the Gospel in Japan, comes this item from the London Bureau of Universal Service:

"The Westminster Catholic Federation used a full length column in the *London Times* of April 7 to present the annual Lenten Pastoral Letter of the Archbishop of Westminster.

"The story was boxed its full length and headed, 'The Union of Christendom.'

"The same day the *Manchester Guardian,* reporting the 80th birthday of the Archbishop of Canterbury, stated that the Archbishop starts a busy day by running through the newspapers."

TORNADO DAMAGES PLANT

The plant of the *Poplar Bluff* (Mo.) *American,* evening newspaper, was badly damaged by the tornado which struck the city May 8. The building is still standing, but the interior was swept by water, which poured in through the opened roof. Publication was temporarily suspended. State Senator Dwight H. Brown is publisher.

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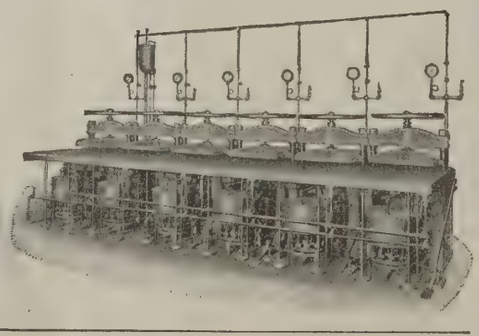
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Newspapers Wanted

Weekly or Small Daily in growing com will consider controlling interest on paper anywhere. C-611, Editor & Publ

Will Purchase half or controlling inte evening paper in city of 40,000 or ove perienced publisher will pay all cash if Address in confidence. C-604, Editor lisher.

Representative Wanted

Publishers' Representative Wanted—Daily paper in city of 8,000 population, ap recently by Palmer, DeWitt & Palmer York City at over $150,000, will sell or interest in business to live publishers' sentative for $15,000 cash. Would al sider selling interest to man connecte good advertising agency, but do not care to person seeking position as editor or a ing manager.

Present profits on business will pay indebtedness on business in short time, i tion to paying reasonable interest on inve Proposition will stand closest invest Paper now carrying more local advertisin any other newspaper in state in any to 12,000 population. Nearest daily fort away. No real competition within on dred miles. National advertising now $12,000 per year. Should be increased t 000 to $25,000 within next year or e months.

We believe this is unusual opportun good publishers' representative, and yo too, if you investigate. Deal must b pleted by June 15th at very latest. C-560, care Editor & Publisher.

Service

To Out of Town Concerns. You can sec the advantages of a New York address, ing the services of established, fully fu and equipped offices, where your interes quiries, callers, literature, mail, or s will be intelligently and properly handl a nominal annual charge. Address (by only) Suite 1004, at 1841 Broadway (Co Circle), New York City.

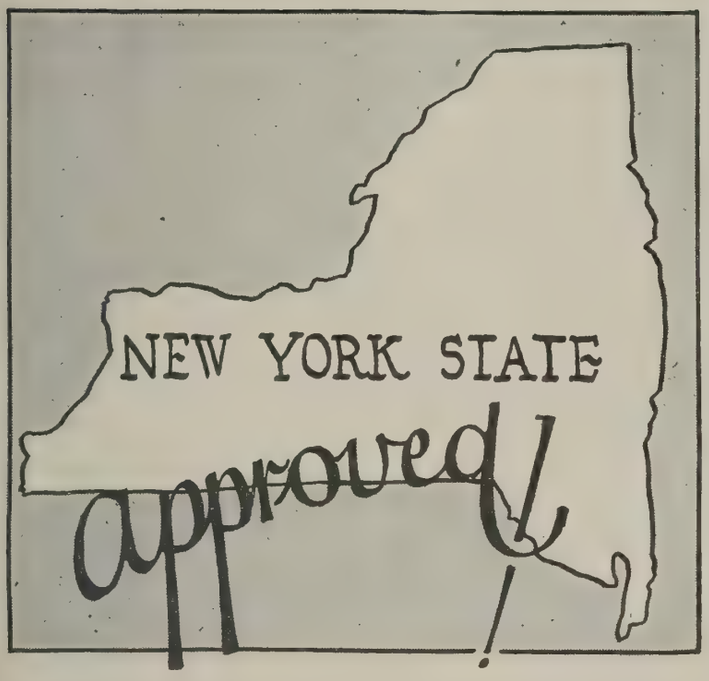
EDITORIAL

Syndicate Features

The Atlantic City News is the new pap week. For samples of a live, up-to-date write the Graphic Syndicate, 25 City Place, New York.

NEW YORK STATE—

The Approved Selling Market—



If you want to know why the Empire State is the approved selling market glance through some of the papers that are listed below. There you will find advertising campaigns of the most prominent national advertisers, running week after week, month after month, year after year, whose appropriations run into 6 and 7 figures. They never think of cutting down their appropriations or transferring their advertising to some other market. They know the value of the New York State Market. They know it's the country's major market where they can find the greatest population, wealth, buying power and highest living standards. They know that its people respond to an intelligent appeal and buy readily.

If you are not yet familiar with this approved market you should investigate it. If you want a record of the experiences of the advertisers who are using this approved market, these newspapers listed below will gladly furnish you with same.

		Circulation	2,500 Lines	10,000 Lines
*Albany Evening News	(E)	40,552	.13	.13
*Albany Knickerbocker Press	(M)	36,970	.12	.12
*Albany Knickerbocker Press	(S)	55,870	.17	.17
**Amsterdam Recorder-Democrat	(E)	7,845	.04	.04
††Auburn Citizen-Advertiser-Journal	(E)	10,295	.065	.055
**Brooklyn Daily Eagle	(E)	77,991	.24	.24
**Brooklyn Daily Eagle	(S)	90,532	.24	.24
**Buffalo Courier Express	(M)	110,686	.22	.22
**Buffalo Courier Express	(S)	161,164	.30	.30
*Buffalo Evening News	(E)	145,648	.25	.25
**Buffalo Evening Times	(E)	109,285	.21	.21
**Buffalo Sunday Times	(S)	128,158	.21	.21
**Corning Evening Leader	(E)	9,029	.05	.05
*Elmira Star-Gazette Advertiser	(E&M)	34,370	.11	.11
**Freeport Daily Review	(E)	10,480	.05	.05
**Geneva Daily Times	(E)	5,627	.04	.04
**Gloversville Leader Republican	(E)	7,177	.035	.035
††Ithaca Journal-News	(E)	7,711	.05	.05
**Jamestown Morning Post	(M)	11,705	.04	.035
**Mount Vernon Daily Argus	(E)	9,866	.05	.05
**Newburgh Daily News	(E)	12,506	.06	.06
*New Rochelle Standard-Star	(E)	7,976	.04	.04
**The Sun, New York	(E)	265,440	.65	.60
**New York Times	(M)	375,249	.80	.784
**New York Times	(S)	653,427	1.00	.98
*New York Herald-Tribune	(M)	290,534	.6435	.624
*New York Herald-Tribune	(S)	343,716	.693	.672
*New York World	(M)	283,870	.595	.58
*New York World	(S)	553,400	.72	.58
*New York Evening World	(E)	295,472	.505	.69
**Niagara Falls Gazette	(E)	21,817	.07	.07
**Port Chester Item	(E)	5,065	.045	.035
**Poughkeepsie Star and Enterprise	(E)	13,411	.06	.06
*Rochester Times-Union	(E)	70,660	.21	.20
**Troy Record	(M&E)	22,426	.07	.07
††Watertown Standard	(E)	17,825	.07	.07

** A. B. C. Statement, March 31, 1927.
* A. B. C. Statement, Oct. 1, 1926.
*** Merged as Buffalo Courier-Express, June 14, 1926.
† Government Statement, Oct. 1, 1926.
†† Government Statement, March 31, 1927.

THE DEPARTMENT STORES

Month after month the Department Stores of New York advertise in THE SUN more than in any other newspaper—morning or evening.

They prefer THE SUN because it is a home newspaper. It brings them the best results—the largest number of customers—the greatest volume of sales.

The Sun

280 BROADWAY NEW YORK

THIS ISSUE: KEY TO CONSUMER BUYING ABILITY

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1927

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

MEMBER A.B.C.

MEMBER A.B.P.

ginal second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

ol. 59. No. 52 NEW YORK, MAY 21, 1927 By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign 10c Per Copy

JOURNALISM LIBRARY
Not to be taken from this room





the largest circulation in America daily and Sunday

THERE are six morning papers published in New York City, sold on all the newsstands. But two out of every five people in New York who stopped at a newsstand this morning to buy a morning paper, bought a *picture* paper—The News.

There is nothing new about picture papers. Eight years ago, however, a picture *news*paper did not exist. Today, more than 1,100,000 people buy The News in preference to five other papers. Because they know a picture newspaper is a better *news*paper!

Pictures have a place in a newspaper; properly used, they are vehicles of news.

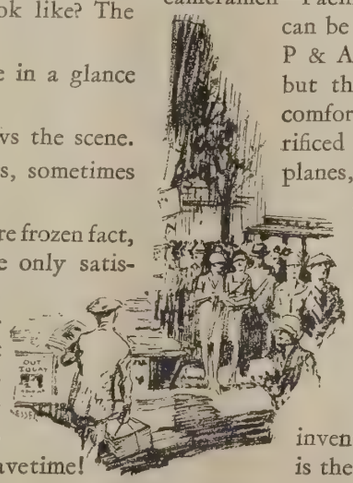
What is the most interesting item in any news story? People! WHO are they? What do they look like? The pictures portray them.

WHAT happened? The picture gives more in a glance than a world of words.

WHERE did it happen? The picture shows the scene.

How did it happen? The picture answers, sometimes showing cause as well as effect.

Good news pictures reflect reality. They are frozen fact, excerpts of action, testimony of truth, the only satisfactory substitute for personal observation. They tell what someone sees, vividly, thoroughly, comprehensively. Any psychologist will tell you that a picture conveys a message, presents a fact, teaches a lesson—better than text, more clearly, more quickly. Everybody gets something from pictures. And they save time!



FOR a long time, papers were unable to get newspictures. The real development of the newspicture started with The News seven years ago. The newspaper camera man used to be a photographer. On The News, he is a reporter who gets his stories with the camera. He has a harder job than the regular reporter. He can't fake, can't guess, can't take somebody's version of what happened and phone it to the office. He must get the story in the picture, and the picture back to the office—on time.

In seven years, The News has come a long way in developing newspictures. News cameramen are artists and mechanics as well as reporters. They work under difficult circumstances, hampered by lack of light and lack of time. They use cameras small enough to fit in the vest pocket; and cameras with telescopic lenses, large enough to take two men to carry. They daily do the impossible. Every morning, the picture pages of The News are a record of their splendid accomplishments, of obstacles overcome, of time and space and difficulties outdistanced. Their marvelous newspictures are a contribution to better journalism, to clearer understanding, to saving time.

In addition to our own camera staff, we have our own picture syndicate that literally covers the world with cameramen—Pacific & Atlantic Photos. Wherever stories can be caught with a camera, you will find P & A men. They not only get the picture, but they get it to the paper. Sleep, time, comfort, money, convenience—all are sacrificed to get the picture here first. Special planes, special trains, speed boats, pigeons, horseback—every possible conveyance is used. And within the last two years, they have been able to occasionally send pictures by wire and cable.

The News also has the best printed pictures of any newspaper. Special methods of making plates, making inks, making impressions have been invented and developed. The presentation is the best possible.

SO today more than a million people prefer this picture newspaper. Can a million people be mistaken or misguided in picking a newspaper?

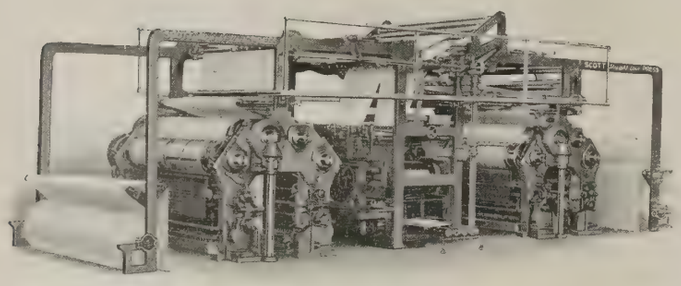
Advertisers! Can you make a mistake in using a paper that a million people prefer?

THE NEWS

New York's Picture Newspaper

Tribune Tower, Chicago 25 Park Place, New York

There is only ONE PRESS regularly rated a



400 r.p.m.

—it's the SCOTT!

YOU don't have to discount speed for quality printing nor sacrifice quality printing for speed with Scott *"Straight-Unit"* and *"Multi-Unit" Presses*. Both high speed and fine printing are *built-in* features of Scott manufacture. These presses run regularly at a 36,000 per hour speed and still have a *33 and 1/3%* *reserve* that can be called upon at any time. There are no "smudgy" pages in a paper that is printed by a Scott Press. There is no difference in printing whether they are run at high, average, or low speeds. And you can drive them to the utmost without sacrifice of quality in output or any undue strain or wear.

Scott *"Straight-Unit"* and *"Multi-Unit" Presses* have solved the problem of speed in presses

Scott

"Multi-Unit" or "Straight-Unit" Presses

WALTER SCOTT & COMPANY

Main Office and Factory - - - - - - Plainfield, New Jersey, U. S. A.
New York Office - - - - - - - - - - - 1457 Broadway
Chicago Office - - - - - - - - - - - 1330 Monadnock Block
Cable Address: WALTSCOTT NEW YORK

THE NEW YORK NEWSPAPER EVERYONE IS TALKING ABOUT

RECORDS

During the first four months of 1927 the New York Herald Tribune *gained* 31,415 lines of National Advertising. Its principal competitor *lost* 314,133 lines of National Advertising in the same period.

The Situation is Changing

This record, and an analysis of the April lineage figures in National Advertising, indicate that a change is taking place in the New York newspaper situation.

In April the New York Herald Tribune *led all* New York City newspapers in National Advertising gains.

In April, the New York Herald Tribune carried more National Advertising on weekdays than any other morning newspaper.

In April, the New York Herald Tribune was first among all New York morning newspapers in the following classifications, both weekdays and Sundays:

Building Materials	Office Appliances
Boots and Shoes	Magazines
Foods	Tobacco

Church Notices

These are some of the reasons why the New York Herald Tribune is the New York newspaper everyone is talking about.

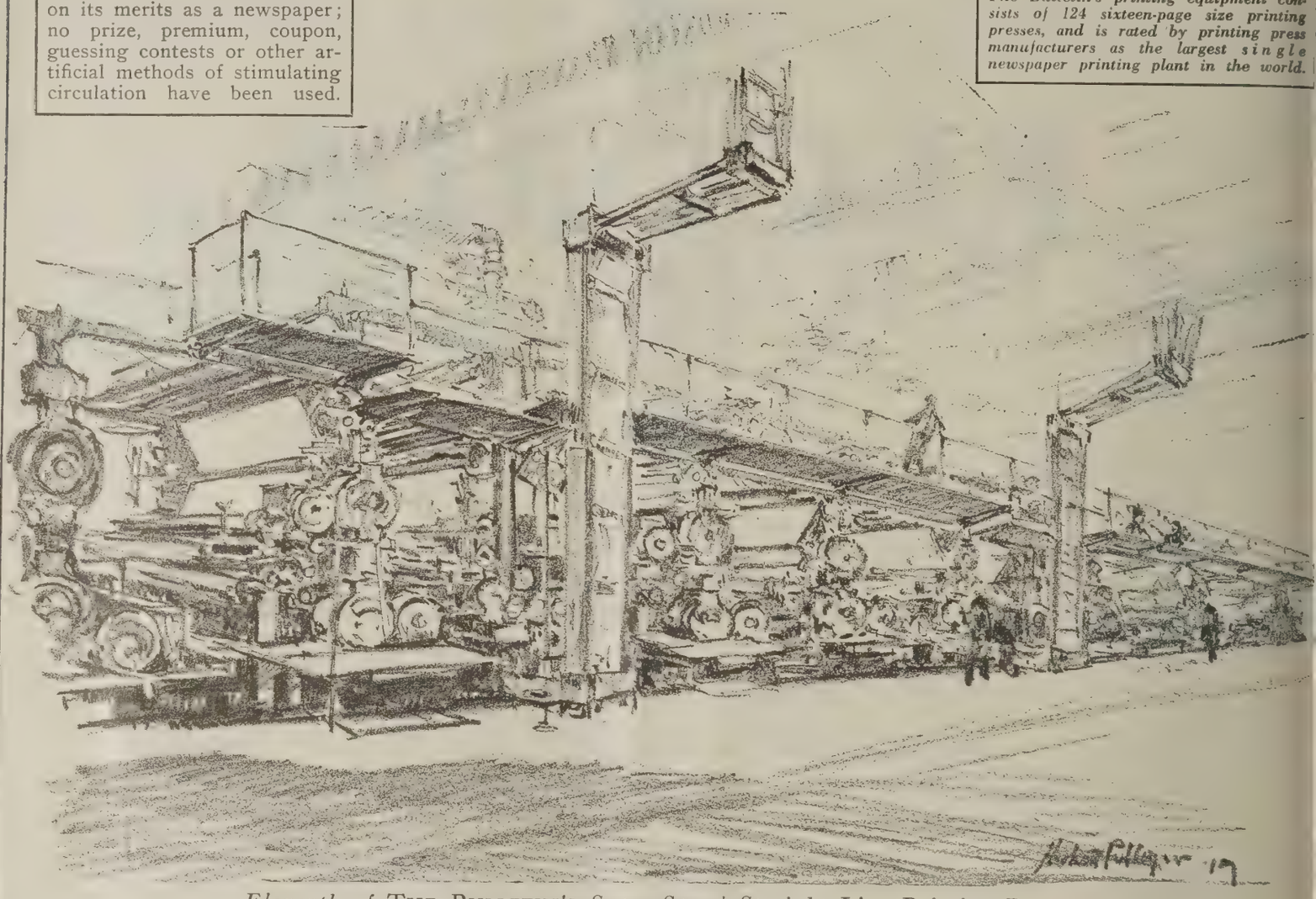
NEW YORK

Herald  Tribune

Again, Another Giant Printing Press Installed in The Philadelphia Bulletin Press-Rooms to Keep Pace with Circulation Growth

The Evening Bulletin is sold on its merits as a newspaper; no prize, premium, coupon, guessing contests or other artificial methods of stimulating circulation have been used.

The Bulletin's printing equipment consists of 124 sixteen-page size printing presses, and is rated by printing press manufacturers as the largest single newspaper printing plant in the world.



Eleventh of THE BULLETIN'S *Super-Speed Straight Line Printing Presses*

The above illustration shows the latest printing press installed by The Bulletin. Like its mate, which was put into operation on March 10th, it embodies all the latest principles in mechanical design and efficiency. The new idea in printing presses is to align all the separate printing units in a row, instead of the old practice of superimposing them in upper deck form. The paper, in the new machines, runs through in a straight line, receiving the printed impression from revolving printing cylinders and hastening to the folders, is cut, folded and ejected in separate copies of The Bulletin.

Dominate Philadelphia

3,005,090 people live in Philadelphia's Retail Trading Area. U. S. Census figures average 4.5 persons to a family. Dividing the population in this area (America's Third Largest Markets) by the size of the average family, the result shows that The Bulletin goes daily into "nearly every home."

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Average paid circulation for the month of April

557,090 copies a day

Circulation for January, 1927, was 543,973; February, 559,450; March, 560,832; and April, 557,090

New York.....247 Park Avenue (Park Lexington Building)
Chicago.....Verree & Conklin, Inc., 28 East Jackson Blvd.
Detroit.....C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Blvd.
San Francisco...Thomas L. Emory, Verree & Conklin, Inc., 681 Market St.

The circulation of The Bulletin is the largest in Philadelphia and one of the largest in the United States.

MEMBER OF ASSOCIATED PRESS

(Copyright 1927, Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephones, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations. Member Associated Business Papers, Inc.

Vol. 59 NEW YORK, MAY 21, 1927 No. 52

Daily Newspapers Sold During Fortnight Represent Millions In Value

High Appraisal Given to Sound Circulation Demonstrated Again in Transfers of Memphis Commercial Appeal, Canton Repository, Brooklyn Standard Union, and Springfield (Mo.) Leader

SINCE the first of May, several great newspapers with an aggregate value running deep into seven figures have passed to new ownership. All of the new ownerships are composed entirely of men with established reputations as newspaper executives, or are dominated by experienced newspaper men, associated with capital from outside the newspaper sphere.

Ten days ago, announcement was made that the *Brooklyn Standard Union* had passed for a price said to approximate 1,000,000 to Joseph J. Early, managing editor who has been on the staff for 28 years, and a number of prominent and wealthy citizens of Brooklyn. Details of this transfer are being completed as this issue of EDITOR & PUBLISHER goes to press.

Most important among the numerous transactions listed this week is that of the *Memphis Commercial Appeal* from the Commercial Publishing Company to the Commercial Appeal, Inc., headed by Col. Luke Lea, publisher of the *Nashville Tennessean,* and Rogers Caldwell, wealthy Nashville capitalist. The Commercial Appeal, a morning and Sunday paper with more than 100,000 circulation daily and more than 130,000 Sunday, and the Evening Appeal, a six-month-old edition with 44,000 circulation, passed to the new ownership for more than $3,612,000, not including the plant and real estate.

Another famous journal to change owners this week is the *Canton* (O.) *Repository,* an evening and Sunday paper with 37,000 daily and 32,000 circulation, sold on Wednesday by George B. Frease and associates to Louis H. Brush and Roy D. Moore, who already owned the *Marion* (O.) *Star, East Liverpool* (O.) *Review and Tribune, Salem* (O.) *News,* and *Steubenville* (O.) *Herald-Star.*

In Springfield, Mo., the *Leader* was sold by H. S. Jewell to Stuart Olivier and G. N. Gunderson, who until recently had been associated with the former Frank A. Munsey newspapers in New York and Baltimore. Unofficial reports of the consideration place it at $750,000. The Leader has about 25,000 circulation evening and Sunday.

Frank E. Gannett added another to his New York group when he and Frederick H. Keefe, associated with Mr. Gannett in the ownership of the *Newburgh* (N. Y.) *News,* stepped across the Hudson and purchased the *Beacon* (N. Y.) *Herald.* The price is said to have been about $40,000. The Gannett Newspapers now include the *Rochester* (N. Y.) *Times-Union, Utica* (N. Y.) *Observer-Dispatch, Elmira* (N. Y.) *Advertiser, Elmira Star-Gazette, Elmira Sunday Telegram, Ithaca* (N. Y.) *Journal-News, Newburgh* (N. Y.) *News, Beacon* (N. Y.) *Herald,* and *Plainfield* (N. J.) *Courier-News,* the latter paper having been purchased late in April.

While detailed figures as to the appraisals upon which the sales were based are not available, only a casual examination of the figures is necessary to indicate that the new high values noted for newspaper circulation and goodwill in the sales of the *Kansas City Star, New York Sun,* and the *Chicago Daily News,* have been maintained in the recent transactions.

No one any longer proposes that the goodwill of a going and profitable newspaper be appraised at $10 or $12 per net paid subscriber—and as recently as five years ago this figure was regarded as too high for general application. On the other hand, many experienced newspaper men regard the prices which have prevailed in recent sales as too high to be considered as permanent values. They reflect, in the view of these men, the tremendous gross revenues and consequent profits that have come to many newspapers during 1925 and 1926, with circulation increases no greater during that period than the average gain of the previous five years, and of course, a higher net earning value per circulation unit.

In the Chicago Daily News and Kansas City Star sales the indicated goodwill value was in the neighborhood of $25 per subscriber. The New York Sun's stated price included other elements than newspaper properties, but the estimated value placed on the Sun's circulation was even higher than that of the previous two examples.

The Memphis transaction, in which an average daily circulation of 140,000 (morning, evening and Sunday) was sold for $3,600,000, the latter figure including also $800,000 in surplus account, the goodwill figure appears to be above $20 per subscriber. The morning and Sunday papers are long established and profitable, the evening edition is not yet six months old.

The Springfield Leader's sale price of $750.000 (in round figures) and its seven-day circulation average of more than 25,000 indicate a goodwill valuation in excess of $20 per subscriber, deducting a third of the price for tangible assets.

The last previous sale in Springfield was that of the *Republican* by E. E. E. McJimsey to E. K. and Joel Bixby, publishers of the *Muskogee* (Okla.) *Phoenix and Times-Democrat,* last January. This morning and Sunday paper had an average circulation of about 15,000 and its sale price was said to have been $190,000, indicating a good will valuation well in excess of $10 per subscriber. The Republican's name has been changed to News since the purchase.

The Memphis Commercial Appeal and the Memphis Evening Appeal were sold this week to Col. Luke Lea and Rogers Caldwell. Col. Lea is a former United States Senator from Tennessee, and is owner and publisher of the *Nashville Tennessean.* Mr. Caldwell is a prominent Nashville capitalist.

The sale, including all stock, was made by the Commercial Publishing Company to the Commercial Appeal, Inc., a new company, the officers of which are as follows:

President, Col. Lea; vice-president, George Morris; secretary-treasurer, A. Bolin.

Col. Lea succeeds as president Lovick P. Miles, prominent Memphis attorney, who became president of the Commercial Publishing Company, following the death of C. P. J. Mooney last December. Mr. Miles returns to his law practice. He assumed the presidency temporarily because of his large financial interest in the company and also because he had been a member of the board of directors for many years and early in his career had been a member of the paper's staff.

Mr. Morris is editor and managing editor of the Evening Appeal, which he started a week after Mr. Mooney's death. He had been editor of the *News-Scimitar* until its sale by Paul Block to the Scripps-Howard Newspapers last November, and, according to Col. Lea, he has had phenomenal success with the Evening Appeal from the start. Its circulation is now stated to be more than 44,000 daily.

Capt. Thomas Fauntleroy succeeds Mr. Miles as managing editor of the Commercial Appeal. He was assistant managing editor for many years under Mr. Mooney's regime and has been in actual charge of the news department for a long period.

"It is the purpose of the new owners to maintain the policies that have made possible the growth and development of the Commercial Appeal and the Evening Appeal and to preserve largely intact the splendid organizations that have operated these papers so successfully," Col. Lea stated in his announcement of the purchase.

Directors of the new company are announced as follows:

Col. Lea, Mr. Morris, Mr. Caldwell, E. J. Heitzeberg, Enoch Brown, W. E. Norvell, John M. Branham, Mr. Miles, G. T. Fitzhugh, Paul Dillard, Hardwig

(*Continued on page* 23)

IMPORTANT NEWSPAPER SALES OF 1927

Transactions involving well known newspapers or newspaper men since the beginning of 1927 have been recorded by EDITOR & PUBLISHER as follows:

Holyoke **(Mass.)** ***Transcript*** **purchased for $200,000 and consolidated the** ***Holyoke Telegram.***

Middletown **(N. Y.)** ***Times-Press*** **purchased for $225,000 and consolidated the** ***Middletown Herald.***

St. Johns **(N. B.)** ***Times-Star*** **purchased and consolidated the** ***St. Johns Globe.***

Palm Beach **(Fla.)** ***Times*** **sold by Frank B. Fildes to unnamed group of buyers for $360,000.**

Omaha **(Neb.)** ***Bee*** **purchased for $400,000 and consolidated the** ***Omaha News.***

Winston-Salem **(N. C.)** ***Twin Cities Sentinel*** **sold by Frank E. Gannett and associates for about $1,000,000 to Owen Moon, proprietor of the** ***Winston-Salem Journal*** **and** ***Star,*** **the latter an evening paper which was immediately afterward suspended.**

New York Telegram **sold by Frank A. Munsey Estate to Scripps-Howard Newspapers for price unofficially said to exceed $2,500,000.**

Des Moines **(Ia.)** ***Tribune*** **purchased for $600,000 and consolidated the** ***Des Moines Capital.***

Birmingham **(Ala.)** ***Age-Herald*** **sold by Frederick I. Thompson to Edwin D. DeWitt, for unstated consideration.**

Tampa **(Fla.)** ***Tribune*** **sold by syndicate of Tampa business men to S. E. Thomason and John Stewart Bryan for $1,000,000.**

Montgomery **(Ala.)** ***Times*** **sold to Frederick I. Thompson for unstated consideration.**

Cedar Rapids **(Ia.)** ***Republican*** **purchased and consolidated by** ***Cedar Rapids Gazette,*** **for unstated consideration.**

Plainfield **(N. J.)** ***Courier-News*** **purchased from Charles H. Frost Estate by Frank E. Gannett, Chauncey F. Stout and William Morrison.**

San Jose **(Cal.)** ***News*** **purchased for $200,000 by G. Logan Payne.**

Brooklyn Standard Union **purchased from William Berri Estate by Joseph J. Early and associates for $901,000.**

Memphis **(Tenn.)** ***Commercial Appeal*** **purchased from Commercial Publishing Company by Col. Luke Lea, Rogers Caldwell, and associates for $3,612,000.**

Canton **(Ohio)** ***Repository*** **purchased from George B. Frease by Roy D. Moore and Louis H. Brush.**

Springfield **(Ohio)** ***Leader*** **purchased from H. S. Jewell by Stuart Olivier and Gilbert N. Gunderson for about $750,000.**

Beacon **(N. Y.)** ***Herald*** **purchased from Mrs. George F. Donohue by Frank E. Gannett and Frederick H. Keefe for about $40,000.**

The total values stated in the sales listed above amount to almost $12,000,000.

COOLIDGE MAKES A NEW RESTRICTION GOVERNING WEEKLY PRESS MEETINGS

Unanswered Questions Submitted Must Not Be Referred to in Stories—Crisis Approaching in Press Relations, Writers Believe

By J. BART CAMPBELL

(*Washington Correspondent of* EDITOR & PUBLISHER)

WASHINGTON, May 18.—In the judgment of many members of the Washington corps of newspaper correspondents, the moot question of the news elasticity of the so-called conferences President Coolidge holds with the writers for the press at the White House at noon every Tuesday and at 4 o'clock every Friday afternoon is rapidly approaching a crisis.

Some correspondents are even wondering whether Mr. Coolidge is on the verge of abandoning abruptly the custom of receiving newspaper men in his private office twice a week just as President Wilson suddenly decided to grant no more "interviews" to them. And President Harding more than once threatened to so decide.

The relations between President Coolidge and some correspondents are noticeably becoming strained. It cannot be stated, however, that his contact with any of the correspondents are "close" as was that of the usually genial Mr. Harding or the often impetuous Mr. Roosevelt. Only the correspondents for a few New England newspapers may be said to have an approach to the Presidential "ear." To most of the correspondents he is a sphinx who keeps them guessing.

In the days of Mr. Wilson the urbane Joseph Tumulty, as the President's secretary, received the correspondents even when Mr. Wilson would not, and gave them many a "tip" regarding what was passing through the Presidential mind. Everett Sanders, Mr. Coolidge's secretary, adheres to an unwavering policy of silence. The correspondents therefore seek out "Ted" Clark, Mr. Coolidge's obliging private secretary, who has been with Mr. Coolidge ever since he first came to Washington as vice-president. Mr. Clark is always accommodating.

The latest development in the peculiar relations between Mr. Coolidge and the correspondents came at the Tuesday conference this week. Mr. Coolidge then made it plain to the newspapermen present that he did not desire them to refer in a newspaper story to questions they submitted to him, in writing, as is the invariable rule, which he left unanswered.

As Charles Michelson, veteran head of the *New York World* bureau here, expressed it, "'No comment at the White House' now joins the general discard."

Following the President's request recently that he no longer be referred to by the newspaper men as the "Official Spokesman," or the "White House Spokesman," in their efforts to interpret what he might have to say to them when they are forbidden to quote him directly or indirectly, a question was submitted to him in writing at a subsequent conference regarding a story in general circulation at Washington that he had in his early political career once signed a document opposing the idea of Mr. Roosevelt seeking a "third term."

The question remained unanswered, if only because Mr. Coolidge is not saying anything about the widely debated "third term" issue which just now is agitating politicians and newspaper writers alike. Some correspondents left that conference and wrote stories for their newspapers that Mr. Coolidge had refused to comment on the charge made by a certain Massachusetts politician that the Coolidge signature had been affixed while he was a member of the Massachusetts Legislature to a "round robin" in which it was declared that Roosevelt should follow the example of George Washington, and not try to enter the White House for the third time, or words to that effect. Other correspondents made no mention of the incident. These correspondents received inquiries subsequently from their editors as to why they had left the story unwritten. So one of them submitted a question to Mr. Coolidge at the Tuesday conference this week as to whether any question left unanswered by the President might, in the President's judgment, be worked into a newspaper story afterward. The gist of the President's reply to this inquiry was in the negative.

Mr. Michelson made the following comment in describing the situation in a dispatch he sent to the New York World: "The net effect of the new rule is to make the White House conference merely a vehicle for the issuance of such publicity as suits the President's purpose rather than a means of letting the public know its Chief Executive's views on matters of public interest.

"It is really a corollary to this idea that the newspapers would abstain from criticism of the administration's conduct of foreign affairs, which have frequently been broached at these conferences, and which formed the text of the President's recent speech in New York."

J. Fred Essary, chief of the Washington bureau, *Baltimore Sun,* made the following comment: "When Mr. Coolidge holds back legitimate questions submitted to him by accredited correspondents in the performance of their duty to keep the public informed as to what may be the White House attitude upon issues involving the people of the United States, my opinion is he is making the so-called presidential conferences with newspapermen a one-sided proposition from which the president alone can benefit. He constricts legitimate newspaper correspondence and news gathering; he put himself in the position of seeking to use newspaper correspondents for personal political and party purposes."

"Raymond G. Carroll, chief of the Washington bureau of the *Philadelphia Public Ledgers* and the *New York Evening Post,* said: "In my humble judgment, I believe the importance of the situation has been grossly exaggerated. There is a palpable effort of the part of certain correspondents writing for partisan or anti-Coolidge newspapers to belittle and undermine Mr. Coolidge and his administration. The Hoover - Kellogg story was only one example. Sure the President cannot be expected to reply to questions obviously submitted to him for the purpose of either embarrassing him or his administration, or of making political capital at his personal expense."

Paul J. McGahan, Washington bureau, the *Philadelphia Inquirer:* "I was present at Tuesday's conference with the President this week, and I came away with the opinion that the President had acted exactly within his rights. I can see no reason why the President should be expected to answer or discuss every question submitted to him. If he were to pursue such a silly policy what would there be to prevent him from being placed in a false position by those who for obvious reasons would like to employ the White House conferences as a vehicle for partisan or political attacks upon the President and his administration?"

COMBINATION BROKEN

Philadelphia Public Ledgers Announce Change in Rate Policy

A change in policy whereby the *Philadelphia* (Pa.) *Morning, Evening* and *Sunday Public Ledgers* will be sold either in combination or separately was announced May 14 by John C. Martin, vice-president of the Curtis-Martin Newspapers. Mr. Martin, in announcing the change which became effective May 15, said it was in line with his newspaper's desire to "co-operate with the advertiser and his agent in every way possible to make advertising most profitable."

A cash discount of two per cent will be given when bills are paid by the 15th of the month following insertion in any of the Curtis-Martin Newspapers and also the New York Evening Post, Mr. Martin said.

New rate cards are being prepared.

REPORTER IS ARRESTED IN ATLANTIC CASE

Fred Thompson of Boston Post Charged with Procuring Commission of a Felony in Getting Smith Article

(*By telegraph to* EDITOR & PUBLISHER)

BOSTON, May 19.—Fred H. Thompson, reporter for *Boston Post,* was arrested yesterday at his home in Newton on a warrant charging him with being a fugitive from justice from the State of New Hampshire in connection with the alleged larceny of pages from the *Atlantic Monthly* containing the Governor Alfred Smith article on Catholicism and the Presidency.

A warrant was issued by the Newton court at the request of the Concord, N. H., police, and Herbert Rainie, Merrimack county solicitor. The specific charge in the warrant, which is returnable in the Concord court, is procuring the commission of the crime of larceny by William E. Callahan by inducing him to steal eight printed pages, numbered 721-728, of the May issue of the Atlantic Monthly, the pages being copy of Smith's reply to Charles C. Marshall's letter published in a previous issue. The warrant places a value of $600 on the pages.

Thompson was released on $1,000 bail for arraignment in Newton Court. Callahan, formerly employed as night watchman at the Rumford Press, Concord, printers of the Atlantic Monthly, was also arrested yesterday in that city, charged with larceny.

It is alleged he stole from the plant copies of the magazine containing the article. Callahan was released in $12,000 bail. The value of the printed pages as named in the warrant is the value which Thompson is said to have placed on them with Callahan.

Thompson, Thursday, pleaded not guilty, and the case was continued to May 24.

WRIGHT NEW PRESIDENT NEW ENGLAND DAILIES

Haverhill (Mass.) Gazette Publisher Named to Succeed William J. Pape at Annual Meeting in Boston

Robert L. Wright, publisher of the *Haverhill* (Mass.) *Gazette,* was elected president of the New England Daily Newspaper Association at the annual meeting held in Boston, May 17, succeeding William J. Pape, of the *Waterbury* (Conn.) *Republican-American.*

Other officers elected were: Howard C. Rice, *Brattleboro* (Vt.) *Reformer,* vice-president; James M. Langley, *Concord* (N. H.) *Monitor,* secretary (re-elected), and Charles L. Fuller, *Brockton* (Mass.) *Enterprise,* treasurer (re-elected).

The Board of Governors includes the officers and the following, elected at the meeting: Julius Mathews, *Biddeford* (Me.) *Journal;* John A. Muehling, *Manchester* (N. H.) *Union-Leader;* David W. Howe, *Burlington* (Vt.) *Free Press;* George B. Utter, *Westerly* (R. I.) *Sun;* Theodore Bodenwein, *New London* (Conn.) *Day;* George F. Booth, *Worcester* (Mass.) *Telegram-Gazette;* William H. Reed, *Taunton,* (Mass.) *Gazette* William J. Pape, *Waterbury* (Conn.) *Republican-American.*

Frank E. Phillips was re-elected manager of the association.

BORAH MAY SPEAK AT DENVER I. A. A. MEET

Hoover Informs Association Flood Commission Has Taxed His Time and He May Be Unable to Attend Advertising Convention June 26-29

Senator William E. Borah, of Idaho, may be a speaker at the annual convention of the International Advertising Association to be held in Denver, June 26-29.

Gilbert T. Hodges, of the *New York Sun,* and chairman of the "On-to-Denver" committee, went to Washington with Frederic W. Hume, vice-chairman of the program committee, on Thursday this week in an effort to obtain the services of the Senator from Idaho. This action was taken when word was received this week from Secretary of Commerce Hoover, to the effect that his work in the flood district had taken up so much of his time that he believed he would be unable to go to Denver to attend the I. A. A. convention.

Other plans for the convention are rapidly rounding into shape. C. K. Woodbridge, association president, came to New York this week to put the finishing touches on his annual report, which contains an important recommendation regarding the future of I. A. A. and is to be published in pamphlet form for distribution prior to the convention.

A meeting of prominent leaders in the organization has also been called in New York for Monday, May 23, at which a suggestion for the 1927-28 program of I. A. A. will be discussed.

Meanwhile advertising clubs in various cities throughout the country are piling up reservations, and the number of those attending it was said this week would easily pass 1,000.

The Adcraft Club of Detroit, it is expected, will send an unusually strong delegation. Detroit is bidding for the privilege of entertaining the convention there in 1928. Clinton F. Berry, assistant vice-president of the Union Trust Company, is president of the Adcraft Club.

NAMED FEATURE AD MANAGER

Newark Department Store Creates New Post for Hirschmann

I. A. Hirschmann, assistant advertising manager of the L. Bamberger & Company store, Newark, has been appointed advertising manager in charge of feature advertising. He will be succeeded about June 15 by Herbert S. Waters, for the past two years assistant director of publicity of the William Hengerer Company store, Buffalo.

The appointment of Mr. Hirschmann to the newly created position of manager in charge of feature advertising marks a departure. Clayton E. Gibbs remains as advertising manager, and Mr. Hirschmann gives up his duties as assistant and continues to sponsor store publicity through demonstrations, exhibits, etc., under Walter S. Moler, the store's publicity director.

SOUTHERN CLUBS TO MEET

John A. Park to Address Third District I. A. A. Convention

John A. Park, of the *Raleigh* (N. C.) *Times,* and president of the Southern Newspaper Publishers Association, will represent the daily newspapers at the annual convention of the third district of the International Advertising Association to be held at Greensboro, N. C., May 23-24.

Other speakers will include: R. I. Douglas, vice-president of the Greensboro Bank & Trust Company, "Psychology in Advertising"; DeSales Harrison, assistant to the vice-president in charge of advertising, Coca Cola Company, "Advertising and the Nation's Drink"; and St. Elmo Massengale, president of the Massengale Advertising Agency, Atlanta, on "The Place of the Advertising Agency in Building the South."

LAUNDRIES PLAN BIG FREE PUBLICITY RAID

lemarkable Prospectus Gives Magazines the Money and Newspapers the Chance to Sell Local Laundrymen—What Appropriation Might Buy in Straight National Newspaper Campaign

(OMES now the laundry business to plead for justice before the great ierican Public.

With pledged funds expected to total 000,000 a year for the next four years, laundry owners in association asabled propose to keep a daily barrage publicity before the American housee during that period and to raise the ual volume of their industry to $1,-),000,000 by 1930.

Their method in brief is—

1. Paid advertising in "dominant gazines."

2. Mat service to members of the asiation for use at members' expense in al newspapers.

3. Organized effort to secure many orable stories and articles in newsers and magazines.

All of which, freely translated, means t the laundry owners intend to brush the great strokes of their picture with d magazine space, to the extent of 000,000 a year or as much under that ount as they can raise, leaving the fine tle touches that will make Madam connect the washing-machine and send clothes to the association member to delivered by adroit "news" pieces that newspapers will be delighted to print the sake of filling their gaping colns.

Mr. L. C. Ball, as director of the sales motion department of the Laundryners' National Association of the ited States and Canada, will be ased in the free publicity campaign by tionally known authorities and writers home economics," according to the idsomely printed document in which need of the advertising fund is made wn to the members of the association. note is made in this 28-page booklet, the way, that the men who conceived wrote it, the artists who created the strations, the engravers and printers o prepared it for the public did their rk for the good of the cause or credit a printed line on the front page.

Nor is any hint given that Mr. Ball his distinguished colleagues in the iness of "securing many favorable ries and articles in newspapers and gazines" will take their reward in the m of certificates or medals for meritious service.

Nor do we find any suggestion that -hearted artists, printers, engravers lithographers will supply gratis the ters, wagon-signs, package and direct-il inserts, or newspaper mats which promised free or at cost to subibers desiring to use such sales helps. Nor is there any talk of "organized rts to secure" a radio broadcasting optunity to tell the laundry story over air. The plain assumed inference is t the laundryowners will step up to radio counter and pay their money everybody else for the privilege of ing fifteen minutes or half an hour. Everybody gets his pay—except the wspaper publisher!

Originally, the plan called for starting magazine advertising as soon as $300,- had been provided for the fund. This later increased to a minimum of 0,000 and the initial blast of the camgn is to be an announcement of a test in which $50,000 will be awarded cash prizes for the best letters written housewives on "Why the Laundry uld Do My Washing." It will be annced in full pages in several magas, the copy carrying the footnote that ws of this great $50,000 prize con will be broadcast over the continent radio."

The magazine plans are laid before the scribers in an alluring double-spread tables, in which the number of aders" for the selected media are set h for New York City, Crawfordsle, Ind.; Fargo, N. D.; Houston, Tex.; Atlanta, Ga.; and Sacramento, Cal. The total of "readers" was reached by multiplying by four the stated circulation of each magazine in each city. The results are startling:

In Crawfordsville, Ind., a town of 10,-200 people, the magazines are credited with 16,320 "readers," or one for every man, woman and baby in the town, including all illiterates, non English-reading, blind and otherwise uninterested folks.

In Fargo, N. D., with a population of about 25,000, the magazine "readers" are given as totalling 39,705.

Sacramento's 100,000 people become 107,304 magazine readers by the laundryowners' adding machine.

By the same apparatus, the total number of magazine "readers" reached by the chosen list is set down as exceeding 72,-000,000.

That is the display of wares to be sold to the laundryowners upon whose shoulders the finance burden will fall to the extent of $1,000,000 a year, plus whatever local newspaper advertising these individuals elect to do locally in order to get returns on their contribution to the magazine fund.

The rate per page in each of these publications—and a magazine page is bought for the total circulation and not for the number of "readers" in any designated market area—follows:

Saturday Evening Post, double page, 4 colors	$19,000
Literary Digest, page 4 colors	6,000
Colliers, page, 4 colors	5,750
Liberty, page, 4 colors	6,500
Woman's Home Companion, page 4 colors	8,200
Ladies' Home Journal, double page, 4 colors	25,000
True Story, 1 page	4,500
Pictorial Review, 1 page, 4 colors	12,000
Good Housekeeping, 1 page, 2 colors	5,200
M'Call's, 1 page, 2 colors	8,400
Total rate for one insertion in above magazines	$100,550

The million dollar appropriation might thus just squeeze through the year, with no allowance for administration expense or the cost of preparing the attractive copy that is planned, with no allowance for the advertising continental broadcasting of the contest news by radio, with no allowance for the making of newspaper matrices, posters, wagon-signs, package and direct-mail inserts and dealer-helps that the retail laundries are promised in return for their contributions.

Either the magazine schedule as advertised represents hopes rather than plans, the copy and space demonstrated in the promotion folder bespeak an ideal, rather than a practical display of the association's message, or the promoters have sadly miscalculated the amount of money needed to execute their ambitious promises. Certainly a million dollars expended in the magazines as outlined above will not permit the daily bombardment of the public with the laundry message by the plan outlined. In a moment of caution, probably, the committee qualified its double-page display of the magazine case with these paragraphs:

"No guarantee has been made to anyone that this entire list of magazines will be used. We must raise our four million dollars to use this large space. We must have the entire amount or some of these magazines will have to be dropped."

It is then set forth:—

"City quotas have been established on the basis of the number of magazine "readers" listed and subscribing members of the association are informed that they will be required to pay only for the amount of magazine circulation that they recieve in their own territory. The quotas, it will be noted, are determined on the basis of four readers to each circulated copy of the magazines.

Obviously, the principal purpose of the campaign is to build a backfire against the advancing popularity of the home equipment washing machine which for the past five years have been using newspaper and magazine space, both on a national scale, and in 1926, the washing-machine people are said to have sold equipment valued at $185,000,000 on an advertising investment of about $9,000,-000, or little more than 5 per cent. The laundryowners' association folder sets forth that the washing-machine salesmen took away from the laundry industry last year the "almost inconceivable total of 1,101,990,240 pounds of washing"—$52,895,532 out of the laundryman's pockets.

The newspaper appropriations of only two washing-machine companies—the Maytag and the Syracuse, total more than $2,500,000. It was the instrument by which the greater part of the $185,000,-000 production of machines was sold.

For the million dollars a year with which these laundryowners propose to sell their intangibles, to overcome the natural and deeprooted old prejudice against laundries, plus the new prejudice created by the washing-machine missionaries, an extremely useful allotment of newspaper space could be purchased. For approximately $113, an agate line can be purchased in every daily newspaper of the 2,000 published in the United States. One thousand lines, or half a page, in every individual daily can be bought for $113,000 or ten half pages in the course of a year—about the same amount of space measured on an "acreage" basis as is afforded by the listed magazines, but with double the circulation afforded by the magazines—36,000,000 daily against 18,000,000 daily.

That space would all be in black and white, without the fancy red lines and green gadgets that decorate the specimen magazine pages. But black and white space was what most of the Maytag and Syracuse appropriations of $2,550,000 purchased and black and white space sold the goods.

Sunday newspapers, with a third more circulation than that afforded by the listed magazines, offer space in every individual of the 545 papers for less than $60 an agate line, but that figure can be taken for a quick calculation. A thousand line advertisement in every one of the 545 papers would cost $60,000 in black and white, and for 25 per cent over that amount would permit rotogravure or color in the many large city papers which furnish those services in excellent quality. The space would be more than equivalent to that afforded by the magazines listed and, as stated, would reach 33 1/3 per cent additional circulation.

No question of city quotas arrived at by curious multiplications and divisions arises here. The local laundry owner knows his local newspapers, knows where they are circulated and what their space costs. The wise ones know also that they produce sales, something which they must take on faith when the so-called national media come before them.

It is absurd, of course, to consider a campaign in every individual newspaper for any such plans as the laundryowners contemplate, for there are numerous isolated places in the United States where neither the washing machine nor the city steam laundry present any problem to the family budget. The newspaper appropriation can be directed to regions where results are at least a possibility, and the $113,000 for the daily campaign and $60,000 for the Sunday campaign, individual advertisements in well-informed hands, can cover all the necessary ground and cover it far more frequently and more effectively than any campaign in national media.

The laundryowners' plans appear to promise another series of fat years for the washing-machine manufacturers, who take their newspaper advertising straight.

CONSTRUCTION WORK STARTED ON NEW MONTGOMERY JOURNAL-TIMES PLANT



CONTRACT has been awarded for the building of the new home of the *Montgomery Journal* and the *Times* at the southeast corner of Lawrence street and Washington avenue and work has already begun upon the project. The contract calls for having the structure ready for occupancy within 60 days.

The new Journal and Times building was designed by Okel & Cooper, Montgomery architects, and is believed to embrace every modern feature for efficient publication. It will be built of dark red texture face brick with pilasters and trimming of Indiana limestone.

The building fully equipped will represent an investment of more than $250,000.

The main entrance will be on Lawrence street, and the news, editorial and business departments will occupy the main floor separated by marble counters.

The composing room where the linotypes and other mechanical equipment are located will face Washington avenue.

The presses will be located in a basement whose ceiling extends some nine feet above the sidewalk level, and an expanse of plate glass windows will permit those passing on the street a full view of the presses and stereotyping machinery in operation.

The new mechanical equipment for the Journal and the Times has already been shipped to be ready for installation immediately the contractors are ready for it. It includes a Hoe sextuple.

Frederick I. Thompson is president of the Journal-Times.

PARIS DAILY FAKED EYE-WITNESS STORY OF NUNGESSER'S ARRIVAL IN N. Y.

Other Papers Tell Success of Flight and Duped Public Threatens Newspaper Offices When Truth Is Learned—Newsboys Mobbed by Eager Buyers

(*Special to* Editor & Publisher)

PARIS, May 10.—Paris evening newspapers broke all records in premature news when Nungesser and Coli attempted to fly across the Atlantic. Disaster to truth was brought about by competition. One paper at midday stampeded all the rest. It appeared on the streets with a banner-line, "Nungesser And Coli Have Crosed The Atlantic." This was on the strength of a dispatch that they had been sighted off Nova Scotia. The other evening papers, in order to get in on the sale, came out with news that the French aviators were within sight of the American coast, and when yet another telegram reached the Paris newspaper offices that the intrepid flyers had been sighted off Boston, it was but a step—or shall we say tempting jump?—to their arrival in New York, described as follows:

"When Nungesser's airplane appeared above the roadstead of New York, Commander Fouillois, chief of the Navy air chaser service, flew out with a squadrilla to meet the aviators, and as soon as the plane was visible from the shore, ships, sirens and whistles blew and flags flew from every mast. Numbers of pleasure craft went out to meet the incoming plane as well as many military and civil planes, the last-named hired by cinematograph undertakings and the newspapers.

"The descent to the water was made under excellent conditions, and the plane was immediately surrounded by numbers of boats, whilst hydroplanes flew over it at a low altitude.

"Nungesser and Coli, once their machine was safely on the water, remained a moment motionless as though unconscious of the acclamations and salutes from boats around them. Then they stood up and embraced each other. A motorboat came alongside the plane and took Nungesser and Coli to the shore. A huge crowd awaited them; among those who reecived them officially were several delegates from the Government, Mr. Harmon, brother of Mr. Gilbert Harmon, President of the International Aviators' League. . . .

"Nungesser made no declaration on his flight, simply saying that he was glad to have succeeded and that he was in a hurry to get a rest."

Never in the last 20 years—not even in the early days of the war—have newspapers been so eagerly bought in Paris. The newssellers were mobbed and could not hand out papers fast enough, although nearly all of them were charging double the usual price. Those who could not get a paper craned their necks over the shoulders of more fortunate citizens, or listened at the edge of a news-thirsty knot of people as the good news was read out with unction to them. Some street paper-sellers made as much as 500 francs —$20—in a few hours.

As midnight approached and no official confirmation was forthcoming, crowds that had been parading up and down the Boulevards with bands and improvised banners took on an angry mood and soon gathered around the offices of some of the newspapers, which had to be protected by police.

One of these crowds, outside the *New York Herald* Paris office, was fired with a ridiculous rumor that the Herald was keeping back the news from some foolish idea of spite. An employe of the Herald had to make a speech to the crowd that that paper was not going to post up bulletins until it felt sure they were true.

Outside *Le Matin* the crowd began to shout for confirmation. Stupid rumor spread through the crowd that if the aviators had not arrived it was because of misleading weather reports from America, and there was a demand that the American flag, which was flying with a number of French flags, should be withdrawn. The Matin authorities took down the American flag, but in a praiseworthy spirit of fairplay, they took down all the other flags at the same time.

On the following morning, crowds of commuters who had gone home with papers in their pockets telling of the successful termination of the great attempt, returned to the city angry at the way they had been duped, and precautions were taken to guard the premises of the evening papers.

When a few hours later these appeared they bore the following notice:

"The undersigned evening newspapers, united in a common feeling of respect for their readers and for the exactness of the news it is their duty to give them, feel it incumbent upon themselves to declare that during the afternoon of yesterday they published only dispatches on the flight of Nungesser which had been successively confirmed by official manifestations of the Ministries of Commerce, of War and of the Interior.

"L'Intransigeant,
La Liberté,
Paris-Soir,
La Presse,
Le Soir."

So the blame is laid at the door of the Ministry, although the paper which gave the glowing description of the arrival at New York quoted above, one of the signatories, does not say the Ministry supplied that piece of information.

The Havas report contained no suggestion that the plane had reached New York, and of all the evening papers, *Le Temps* alone withstood temptation.

TELLS HOOSIERS OF RUSSIA

Mills, A. P. Moscow Correspondent, Guest at Indiana Members' Luncheon

Indianapolis, May 17.—Matters pertaining to distribution of state news by the Associated Press were discussed Tuesday at the annual spring meeting and luncheon of the Indiana Associated Press Editorial Association at the Claypool Hotel.

Means of improvement of the service to bring about quicker action on state stories were discussed. Printer service was introduced in the state only in the last few weeks.

At a luncheon held between sessions, James A. Mills, for several years at Moscow for the Associated Press, spoke on his experiences. Mill was in Indianapolis as the guest of Hilton U. Brown while on a leave of absence prior to leaving for Vienna as correspondent.

Those who attended the meeting were: B. F. Lawrence, James A. Stuart, Earl Mushlitz, Marvin G. Kuhn and Bret Hawkins, *Indianapolis Star;* Hilton U. Brown and Ray Everson, *Indianapolis News;* Ross Nelson, *Fort Wayne Journal-Gazette;* Henry W. Marshall, Jr., Herbert C. Light, W. H. Robertson, *Lafayette Courier* and *Journal;* J. A. Kautz, *Kokomo Tribune;* George Padgett, *Terre Haute Star;* W. F. Cronin, A. C. Keifer, *Terre Haute Tribune;* J. C. Kerlin, *Evansville Journal;* C. T. Jewett, *Anderson Herald;* Don Scism, *Evansville Courier;* Rudolph H. Horst, *South Bend Tribune;* George D. Grittenberger, *Anderson Bulletin;* Tom H. Keene, *Elkhart Truth;* Will G. Ross, Max Fowler, *Frankfort Morning Times;* Carl L. Houston, *Marion Leader-Tribune;* Arthur K. Remmel, *Fort Wayne News-Sentinel;* Foster W. Reddick, *Wabash Citizen;* C. H. Clay, *Richmond Item;* Frank E. Harrold, *Muncie Star;* Edgar T. Cutter, superintendent central division Associated Press; James A. Mills, Foreign Service Associated Press; S. P. Ochiltree, Indiana correspondent Associated Press; Herman Olsen, Gerald Bowman and Claude H. Wolff, Indianapolis office of the Associated Press.

EDITOR & PUBLISHER CALENDAR

May 23-24—International Advertising Assn., Third District, annual convention, Greensboro, N. C.

May 23-24—Conference of Allied European News Agencies, Warsaw, Poland.

May 24-25—Inland Daily Press Assn., meeting, Chicago.

May 26-28—Arkansas Press Assn., annual convention, Hot Springs, Ark.

June 8-10—Mississippi Press Assn., annual meeting, Clarksdale, Miss.

June 8-9—American Newspaper Publishers Assn., mechanical conference, Harrisburg, Pa.

June 10-11—New York State Press Assn., meeting, Long Island City, L. I.

June 10-11—Pennsylvania Newspaper Publishers Assn., meeting, Waynesboro, Pa.

NEW ENGLAND PRESS GROUP FORMED

Organization Effected at Boston, May 14, With Walter D. Allen President—To Employ Paid Field Man

The New England Press Association, organization for the betterment of the weekly newspapers of New England, was launched in Boston, May 14, at a meeting at the Boston City Club, where officers were elected. State committees have been at work for the past six months in developing the plans.

Walter D. Allen of Brookline, Mass., president of the Massachusetts Press Association, was elected to head the new and larger body. Regional vice-presidents were chosen as follows: New Hampshire, Francis Donovan of the *Hanover Gazette;* Vermont, W. H. Gilpen of the *Barton Monitor;* Maine, F. B. Nichols of the *Bath Independent;* Connecticut, Gordon J. Gale, of the *Danielson Windham County Transcript;* Rhode Island, Royal Sawin of the *Warren News;* Massachusetts, Robert F. Osterhout of the *Hudson News-Enterprise.*

Gardner E. Campbell of the *Wakefield* (Mass.) *Item* was named secretary-treasurer. The Association plans to employ a paid field secretary to further its work among the 520 papers in New England which are eligible for membership.

DECLARE JUDGE BIASED

Newspaper Men Sign Affidavits in Sacco-Vanzetti Case

Among the many letters received by Gov. Alvan T. Fuller of Massachusetts asking for a review of the Sacco-Vanzetti case is a communication signed by Will Irwin, author; Frank P. Sibley of the *Boston* (Mass.) *Globe,* Robert Benchley, dramatic editor of *Life;* Mrs. Lois B. Rantoul of the Greater Boston (Mass.) Federation of Churches, John N. Beffel of New York, press correspondent, and Mrs. Elizabeth Bernkopf of Boston, International News Service correspondent, who have all signed affidavits charging Judge Webster Thayer with making improper and biased statements against the defendants, their counsel and the radical cause during the progress of the trial.

Gov. Fuller recently took exception to an interview published in the *Brooklyn* (N. Y.) *Eagle* as written by Joseph Lilly on the grounds that he did not give any interview, refusing twice to make any statements on the case and considering whatever remarks were made as confidential. The governor feels that his confidence has been betrayed by the interview. Lilly on the other hand states that the governor knew he was talking for publication and that a representative of a Washington newspaper organization wrote substantially the same report.

$2,000,000 COOPERATIV AD DRIVE APPROVED

Plans for Photographic Industry's Ca paign Approved by Committee at Indianapolis Meeting This Week

National advertising and merchand ing programs under the $2,000,000 adv tising campaign of the photographic dustry of the United States and Cana were approved at the first meeting of t industry's national advertising comm tee in Indianapolis this week.

Detailed plans were submitted for committee's consideration by the Mi Advertising Company of Indianapo national advertising counsel for the dustry.

It was announced at the meeti which was in session for three days, t the Photographers' Association of Am ica is launching the largest single as ciation advertising campaign in Ameri The program contemplates an advertisi investment of $2,000,000 over a per of four years.

In addition to leaders of the pho graphic industry outstanding figures the business world attended the meeti Among those in attendance were: M Grady, Seattle, Wash.; Charles Kauffman, Chicago; Horace W. Dav president of the Ansco Photo Produ Company, Binghamton, N. Y.; Alva Townsend, president of the Photo raphers' Association of America, L coln, Neb.; George W. Harris, of Ha ris & Ewing, Washington, D. C.; Z. Briggs, Kansas City, Mo.; Charles Pettinger, Indianapolis; Mr. Imray, a vertising manager of the Eastman Kod Company, Rochester, N. Y.; Robert Hall, Indianapolis; L. C. Vinson, sec tary of the Photographers' Associati of America, Cleveland, O.; Clare Stearns, Rochester, Minn.; Fred Mil Indianapolis; G. A. Cramer, St. Lou Mo.; F. C. Medick, Columbus, Harry Armer, Indianapolis; Donald Walker, Indianapolis, and D. H. Bratt Indianapolis.

QUARTERLY INCOME $120,000

New York Journal of Commerce R ports Prosperous Quarter

Preliminary figures for the *New Yo Journal of Commerce* indicate an inco of $120,000 for the first quarter of 19 applicable to interest on the ten-year 6 per cent sinking fund gold notes and doul the requirements on the notes for the e tire year. After provision for note terest, federal taxes, and dividends on p ferred stock, the balance was at the a nual rate of $3.35 a share on the 100,0 outstanding shares of common stock.

The Ridder brothers, Joseph, Berna and Victor, purchased the Journal Commerce and merged it with the *Ne York Commercial* last Jan. 1.

PRESS CONVENTION POSTPONED

The annual convention of the Miss sippi Press Association which w scheduled to be held in Clarksdale, Mis June 8-10 has been postponed until Se 21-23, due to the flood conditions alo the Mississippi River, James H. Skew publisher of the *Meridan Star* and pre dent of the Association, has announce

APPRAISERS VALUE DAILY

Bankruptcy appraisers have set valuation of $706,959 on the *Portla* (Ore.) *Telegram* for purposes of sa Sealed bids for the newspaper will opened May 28. The valuation includ $500,000 for good will.

STAFF DINNER AT RITZ

Annual dinner of the staff of the *Wa Street Journal* was held in the Cryst Room of the Ritz-Carlton, New Yor May 11. Clarence W. Barron, publishe and Kenneth Hogate, managing edito spoke.

MAIN STREET WANTS NEWS OF WALL STREET

Analysis of Stock and Bond Holdings Show That "Era of Financial Democracy" Is Here—Big Issues to Be Floated Look for Buyers Through the Newspapers

By LEMUEL F. PARTON
Consolidated Press Association

OF all the profound changes brought about by the war, none has more decisively reshaped newspaper activity, or opened more doors of opportunity, than the new nation-wide mass interest in financial news.

Reconstruction after the war left many new problems on the publisher's desk. Not the least of the these was the problem of serving the needs of "the new investor." What his demands have meant to the news department and what he promises to do in return for the advertising department is the subject of this article.

The story of this transition period is essentially a story of great economic changes and re-adjustments, so complex and far-reaching that their final effect on the masses of America still remains unestimated and incalculable. The one most observable result, so far as newspaper circulation is concerned, has been a quick and decisive shift from speculative to investment interest in finance. Consideration of a few significant happenings of the last few years reveals not only the cause of this, but shows that, in its wide implications it has a place well up toward the top of the schedule of "live" events.

European capital built nine-tenths of the American railroads. The war compelled foreign holders to hypothecate their securities. Small holdings were turned loose in the American market. In the period from 1918 to 1925, inclusive, railroad stockholders in America increased from 660,645 to 989,949.

In the entire field of finance, including all utilities, packers, oil, iron and steel, manufacturing and distributive industries, this story was paralleled. Three things had happened. The impact of the war had broken the levees of narrowly centralized control; the government thrift stamp and liberty bond campaigns had given millions their first lesson in investing; America's huge gold reserve, with the collapse of foreign buying power, had turned inward a flood of productive capital incessantly seeking a wider investment market.

Capital immediately saw the possibilities in furthering and using this wide dispersal of securities in stabilizing industry and in building good will. Employes were urged to purchase stock, intensive customer ownership campaigns were carried on. In the above period of seven years, gas electric light and power companies gained 815,955 customer stockholders, 75,000 employe stockholders and 70,324 stockholders from the general public.

Greater production required greater consumption. This meant higher wages and more leisure—more money to spend and more time to consume. Better organization of labor helped bring capital to the point where it recognized this fact. Wages rose and hours shortened. The net result has been a new economic cycle of greater production, greater consumption and—here is a fact of primary importance—a distribution of wealth among a greater number of individuals than was ever dreamed of before.

This was not merely the result of great accumulation of capital turned inward, but the accident of America's possession of vast natural resources. It was also the triumph of America's technical genius, plus the realization of the necessity of stimulating new desires.

American newspapers profited first from a tremendous new volume of merchandise advertising. Our surplus capital and our great technical establishment, left over from the war, had to be kept at work. Manufacturers advertised and goods were sold. The American standard of living rose steadily. Economists who had contended that advertising was economic waste began to admit that the factor of new desires brought in a new human element, which revealed advertising as a creative, rather than an exploiting force.

Alert newspapers saw this and drove in hard on commodity advertising. But only a few realized that, with the shift from speculative to investment interest a situation of profound importance to American newspapers had been created overnight. This is what is happening today:

About $600,000,000 worth of new securities are being put into the American market every month; transactions in old securities total about the same each month. Thus, to move $1,200,000,000 securities each and every month, more and more security advertising is necessary. In 1914, public utilities in America spent $14,000,000 for advertising. Last year they spent $27,000,000. This year, their estimates run about $35,000,000. Foreign, state and municipal issues are now running ahead of even utility issues. Last week's advertised issues included $77,963,000 foreign, $32,627,000 state and municipal and $26,000,000 utility.

Intelligent investment advertisers are studying American financial pages closely, seeking out the papers which are recruiting this widespread new interest in financial news by building superior financial pages—printing the news the day it happens, supplying complete stock and bond tables, analyzing and interpreting, humanizing and dramatizing that most intimate and universal of human concerns—provision for the future.

The papers which understand what is happening and are profiting by it are merely following highly intelligent newspaper technique. They are concentrating on what is indisputably important and interesting to large numbers of people, rather than lying awake nights trying to find some magic formula for getting mass circulation. They have learned that financial news is big news, important news, dramatic news, and that it is a sound basis for new advertising.

When the recession of the waters left a few billion crustaceans high and dry, the winners, and the progenitors of later species, were the ones who were adaptable enough to develop a new breathing apparatus. When a new economic fact blows up the old cliches of newspapering, the winners will be found among those alert enough to understand what is happening and to act accordingly. The war blew up many things beside the Cathedral of Rheims—among them the old time financial editor, who survived long past his time by virtue of long legs and a pair of shears.

A look "before and after" gives a complete picture of the beginnings of the American financial page, new economic alignments, a transition period and the opening of rich new fields to newspapers. Any old-time newspaperman has a birds-eye view of the whole process. In the old days, some obscure personage on the paper covered "markets." He filled his meagre allotment of space with a few produce and hay and grain quotations and occasionally some gleanings from a broker's wire. He was usually an elderly, preoccupied man, with a sleazy office coat and a pair of vest pocket shears. Like the vermiform appendix, he performed a vague and unromantic function.

America was building. The sixties and seventies saw the first millionaires emerging on the Atlantic seaboard. The nation granted to the Pacific system land greater in area than that of the original thirteen states; development followed; the Messaba range and the greater mineral resources of the West were opened; the oil industry developed.

Here and there were newspapers which somehow felt that all this was important. Press association members began to make little deals, one agreeing to ask that Kansas City livestock be carried, if the other would make a plea for Georgia turpentine. Communication facilities rapidly improved. The foundation of the modern financial page was laid.

Old Sam Snip, the archaic financial editor was slipping, but it took a war to send him all the way down the slide. There is today scarcely a paper in America which does not realize the necessity of having some kind of a decent financial page, but there are still many papers which still have failed to grasp the full meaning of the tremendous economic upheaval which has followed in the wake of the war, with its resultant opportunity in financial reader interest and advertising.

It is a truism of newspaper work that the job of an editor is two-fold—to interest a few people a great deal or to interest everybody at least a little. In the old days, the possibilities of financial reader interest consisted in the appeal to the few; today, with the amazing distribution of securities, it is pushing farther and farther into the field of universal interest. Thomas Nixon Carver, professor of Political Economy of Harvard University has found this phenomenon of such profound importance that he has made it the subject of his last book, "The Present Economic Revolution in the United States." Dr. Carver shows a steady, accelerated spread of stocks and bonds among millions who before the war had never dreamed of owning securities. He quotes authorities to show that "there has been an increase from about 4,400,000 stockholders in 1900 to 14,000,000 in 1922, or about 250 per cent."

Various estimates have placed the present number of stockholders in the United States at around 19,000,000. These figures have been challenged by others who insist that there are no accurate statistics covering this, as one stockholder may hold many securities and nothing short of an analysis of all stock lists, and a check of duplications could possibly give the correct number of individual holders. This is unquestionably true, but the estimate of 250 per cent increase remains unchallenged, and the indisputable fact is that there are many millions of new stockholders and that their number is constantly increasing.

A few months ago, the National Industrial Conference Board identified the purchasers of a new issue of stock put out by a large public utility corporation. The inquiry was confined to holders of 50 or more shares of this stock. Fifty-seven occupations or trades were represented, listed as follows, with the number of individual subscriptions from each occupation:

Accountants	166
Artists	81
Bakers	153
Barbers	155
Beauty Culturists	52
Bricklayers	65
Butchers	115
Carpenters	483
Chauffeurs	601
Clerks	2,987
Domestics	623
Draftsmen	149
Dressmakers	372
Electricians	582
Engineers	558
Factory workers	1,058
Foremen	518
Housekeepers	4,029
Janitors	119
Laborers	499
Laundry Workers	65
Machinists	499
Metal Workers	157

(*Continued on page* 52)

BANISH NURSERY CRIME NEWS!

By BOB SIBLEY

IF crime news and fake stories are to be prohibited, I demand that before the matter goes any farther crime news be done away with in the nursery and kindergarten.

Beset and surrounded by yeggs, bandits, women's clubs, ministers, ex-police reporters and advertisers, I went into research work this week and discovered that conditions in the nursery are terrible.

The *Mother Goose* (N.Y.) *Gazette*, which has been getting away with all kinds of murder for years without a single libel suit and right under the eyes of mothers and fathers, should be called to the attention of the reformers at once for immediate action.

The Mother Goose Gazette's final edition for yesterday carried a page 1 story about a bird named Tom Piperson carrying out a successful pig theft, with nothing in the way of a crime prevention moral about the story. In fact, the story was handled from a flippant angle, the reporter concluding "and away he ran," referring to Tom.

The first edition came out with an exclusive story about some lad from our town jumping into a bramble bush and scratching out both his eyes. He declined hospital treatment and then jumped into the bush a second time, scratching his eyes back in again. This was killed in the second edition when a denial, branding the story as a fake, was received. Imagine, however, the numbers of children who got only the first edition and were forced to believe it!

One of the most flagrant instances in the nursery crime news line is the case of Miss R. R. Hood, who was attacked while walking in the wood, on her way to her grandmother's house. This has been rewritten with new leads over and over again, although it was practically valueless in the first place. It is probably the worst offense in years.

Fake stories are getting by in the Gazette from all sorts of places. There was the story only last week about a Cockney named Dumpty in London, who jumped off a wall to commit suicide. The correspondent would have his readers believe that the militia, including some horse troops, were called out to give first aid, which was unsuccessful.

Another fake story was the one about a cow which jumped over the moon after feeding on moonshiners' mash. These stories have become unbearable since the advent of prohibition.

They kick about alarmist stories. How about Miss Muffett? Is it advisable to instill fright and timidity into the minds of the nursery readers with horror stories about spiders?

Another yarn unfit for Mother Goose Gazette readers was the ghastly story about a fellow named Jack getting a fractured skull in a fall down hill. Of course it was a neat human interest story—Jack being out with Jill—but is that any excuse for an editor or publisher?

The Gazette is filled with them. If my daughter were a little older I'd probably know more myself. But all she has ever done with her copies of Mother Goose is chew them up and rip them apart.

Which is my idea of the proper attitude to take toward this very important matter.

SAN JOSE MERCURY HERALD ERECTING NEW PLANT COSTING $125,000



Architects' drawing of *Mercury-Herald* building

AFTER nearly a quarter of a century of active journalism in its present quarters on Santa Clara street, the *San Jose* (Cal.) *Mercury Herald* is preparing to erect a handsome three-story building on the original site, to be ready for occupancy shortly before Christmas.

According to Binder & Curtis, architects, the structure will cost in the neighborhood of $125,000.

The new building will be one of the finest newspaper plants (exclusive of the mechanical department) of the size in California. Of steel frame and concrete, it will rise three stories on 130 pre-cast concrete piles, sunk 40 feet into the ground.

Santa Clara street frontage is 37 feet, with a depth of 121 feet. A jog to the west gives a rear width of 73 feet.

In the basement will be storage rooms, a modern steam-heating plant, and a lead-melting room.

The first floor will have a 20-foot ceiling, giving a bank-like effect. In it will be housed the business, advertising and circulation departments.

The editorial rooms will be on the second floor; library, publishers' suites and consultation rooms on top. A pair of fast elevators will connect the floors.

Comfort for employes, convenience for the public, and facilities for speed and efficiency will be provided on the ground floor. From the lofty entrance lobby the public has access to the elevators and by large double doors to the main business office. The entire room will be open construction, eliminating all columns. Wood work will be mahogany, with a marble floor. In the public space will be marble floor and wainscoting, the elevators being enclosed by glass and bronze partitions.

The first floor is equipped with a large mezzanine floor at the rear. On it will be situated the women's locker and wash rooms, and several large work rooms.

Three offices, for business, advertising, and circulation manager, will run across the rear of the main business office, under the mezzanine floor.

The entire front of the third floor, lighted by three huge windows opening onto Santa Clara street, will be occupied by the paper's library. On this floor also will be offices for Messrs. E. A. and J. O. Hayes, publishers.

The building will require seven months to complete.

USES PENCIL FOR FICTION

Huston of South Bend Tribune Tells How His Stories Are Written

"Of the many short stories I have written, published in *Scribner's, Pictorial Review,* the *Red Book, Century* and other magazines, all have been worked out painstakingly, word by word, with lead pencil on newspaper copy paper," said McCready Huston, associate editor of the *South Bend* (Ind.) *Tribune* and writer of short stories and novels, in a talk before the Women's Press Club of Indiana in Indianapolis last week.

"I was trained a journalist," Mr. Huston explained. "I have worked on a number of newspapers as reporter, copyreader, city and night editor and editorial writer, and so I can compose some things on the typewriter, but I can not do fiction that way in a manner pleasing to myself. I have written two novels in longhand, never approaching the typewriter until the work was completed.

"The advantage in working this way is that one never hesitates to change or revise, destroy, interline and otherwise work over the written material. He can carry his pencil scratches wherever he goes, working on a story line by line, detail by detail, until it is as nearly right as he can make it. Then, after he is all through, he can go to his machine and turn out the nice looking copy the editors like to see," said Mr. Huston concerning the industry of writing.

MERGERS HAVE AIDED BRITISH NEWSPAPERS

Higher Wages One Result Chief of Journalists' Union Says, but Warns of Danger to Free Press of "Trusts"

Newspaper amalgamations have resulted in improvement both in the standard of wages and in conditions of work, A. J. Rhodes, president of the National Union of Journalists, declared at a recent meeting of union delegates at Plymouth, England, according to the London Bureau of International News Service.

Sir Arthur Quiller-Couch, successful novelist and essayist but more proud of his journalistic connections, said in a speech to the delegates that what kings could not do to destroy the liberty of the press, commercialism might do.

"There are many trusts in England," said Sir Arthur, "but none over which I feel more apprehensive than that which tied up free speech and free opinion. The nation is concerned most radically, for free speech is the oxygen which alone can aerate the blood of the body corporate."

The president, Mr. Rhodes, said he saw no sign of a limit to newspaper amalgamations.

Following the presidential address the conference adopted a resolution expressing serious concern at the development of combines resulting in groups of newspapers coming under the control of big trusts, and urging all working journalists to realize that their interests can be safeguarded only by maintaining an effective trade union organization.

MICHIGAN GROUP MEETS

F. Guy Davis Addresses Home Dailies Members at Grand Rapids

The regular quarterly meeting of the Michigan League of Home Dailies was held at the Rowe Hotel in Grand Rapids on May 19 and 20.

F. Guy Davis, Western manager of the Bureau of Advertising of the American Newspaper Publishers Association, was a speaker.

The Michigan League of Home Dailies is composed of 25 leading small city newspapers of Michigan.

The officers of the League are H. H. Whitely, president, *Dowagiac Daily News;* W. Shumaker, vice-president, *Three Rivers Commercial,* and H. Edmund Scheerer of Scheerer, Inc., Chicago, secretary and treasurer.

H. C. MILHOLLAND, JR., ENGAGED

Harry Carter Milholland, Jr., son of the advertising manager of the *Pittsburgh* (Pa.) *Press,* is engaged to marry Nancy Waterbury, daughter of Lawrence Waterbury, the polo player, it was announced this week. Mr. Milholland met Miss Waterbury on a recent cruise around the world. No date has been mentioned for the wedding.

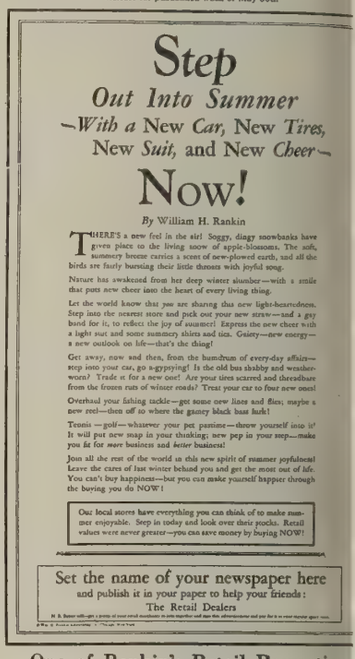
$10,000 EXPLOSION DAMAGES

The building and press equipment of the *Sioux City* (Ia.) *Journal* was damaged to the extent of $10,000 by an explosion and fire in a next door battery shop on Tuesday of this week.

RANKIN AGENCY TRIE PUFFERY SUBSTITUTE

Sends Out "Help the Retailer Adv tisements" to Stimulate Sale of H Clients' Products—Copy Contain No Brand Names

The William H. Rankin Compa New York and Chicago advertis agency, sent out to 900 dailies a n series of its "Help the Retailer Adv tisements" on May 10. It consisted a set of five advertisements designed stimulate retail sales during the


Release for publication week of May 30th

Step
Out Into Summer
—*With a* New *Car,* New *Tires,*
New *Suit,* and New *Cheer*—
Now!

By William H. Rankin

THERE'S a new feel in the air! Soggy, dingy snowbanks have given place to the living snow of apple-blossoms. The soft, summery breeze carries a scent of new-plowed earth, and all the birds are fairly bursting their little throats with joyful song.

Nature has awakened from her deep winter slumber—with a smile that puts new cheer into the heart of every living thing.

Let the world know that you are sharing this new light-heartedness. Step into the nearest store and pick out your new straw—and a gay band for it, to reflect the joy of summer! Express the new cheer with a light suit and some summery shirts and ties. Gaiety—new energy—a new outlook on life—that's the thing!

Get away, now and then, from the humdrum of every-day affairs—step into your car, go a-gypsying! Is the old bus shabby and weather-worn? Trade it for a new one! Are your tires scarred and threadbare from the frozen ruts of winter roads? Treat your car to four new ones!

Overhaul your fishing tackle—get some new lines and flies; maybe a new reel—then off to where the gamey black bass lurk!

Tennis — golf — whatever your pet pastime — throw yourself into it! It will put new snap in your thinking; new pep in your step—make you fit for more business and better business!

Join all the rest of the world in this new spirit of summer joyfulness! Leave the cares of last winter behind you and get the most out of life. You can't buy happiness—but you can make yourself happier through the buying you do NOW!

Our local stores have everything you can think of to make summer enjoyable. Step in today and look over their stocks. Retail values were never greater—you can save money by buying NOW!

Set the name of your newspaper here
and publish it in your paper to help your friends:
The Retail Dealers

One of Rankin's Retail Promotion Advertisements

spring period, to be published as p motion copy by the newspaper or p for by retail merchants co-operative The advertising copy is all signed William H. Rankin, agency president.

Mr. Rankin, interviewed by EDITOR PUBLISHER, described the service as substitute for free publicity, a serv newspapers can sell to retailers, or they want to please retailers can give them for nothing." The service been offered now for four years, acco ing to Mr. Rankin, who said it was u by 155 newspapers last year. He show letters of thanks from publishers, co plimenting him on the idea.

The advertising copy is written to p suade people to buy tires, radio batteri trunks and sporting goods, among ot things. The principal Rankin accou are for these products. Brand names not mentioned in the advertisements.

"Of course I am trying to get public for my clients' products," Mr. Rank agreed. "I'm not ashamed of that. want to help their business, but I do want to help them by begging spa Instead, I offer this plan, which I lieve will help newspapers increase th revenue and at the same time get pu licity for my clients' products.

"I believe national advertisers a advertising agencies should devote mo time to helping the retailers sell goo This is my contribution to this end. send the service out in May because about this time of year people customari begin to complain that retail trade poor."

CHANGES ON IOWA DAILY

George A. Croft, recently with the A sociated Press in the Chicago and D Moines offices, has been named managi editor of the *Creston* (Ia.) *Daily A vertiser,* and George R. Crane, on t Daily Advertiser staff the past 18 mont has been named business manager. T two positions formerly were held by t publishers, Carl Davenport and W. Roseberry.

CARTOONING—"DRUDGERY THAT'S NEVER DULL"

That is the Paradoxical Definition Nelson Harding, Brooklyn Eagle, Gives the Art Which Won Him 1926 Pulitzer Award—Has Drawn 6,000 Cartoons in 19 Years

By PHILIP SCHUYLER

WHEN the "Gobs" were on Broadway recently, an arch pessimist in New York remarked:

"No wonder the myth was spread abroad about the carefree life of a sailor. He's only seen when he's having a good time."

Somewhat the same thing might be said of a newspaper cartoonist.



Nelson Harding

Nelson Harding, for instance, the cartoonist of the *Brooklyn Eagle,* who won the Pulitzer prize, got all dressed up and went to a party in his honor in Brooklyn on Thursday, this week. The staff wanted to show their appreciation of his ability to win $500 by a single drawing. For all he tried to pull the long sad face of the traditionally gloomy humorist, those seeing Harding were certain he was having a good time. Many at the party probably sighed wistfully saying one to another: "These cartoonists have a soft life, don't they?"

But maybe such a person hasn't traveled up by elevator to the eighth floor of the Eagle building, climbed still another flight, and lingered long near the nitric acid tang of the engraving room, adjoining which Mr. Harding has his "studio." Nor have they talked to this Brooklyn satirist, perhaps, in one of his "I Confess" or "True Story" moods.

Mr. Harding, a blue smock over his tweed suit, sat near a north light window at his drawing board this week, and painted a picture of the darker side of cartooning. Then it was he defined cartooning as "drudgery that is never dull."

"Cartooning is," he began, "a terrible drudgery. A man who takes it up has no tranquillity, ever; no security. The field is limited.

"But it is always interesting drudgery, there is no doubt about that. There is enough excitement to keep one enthusiastic.

"Think, however, of having to express on paper a new idea each day. This is a little harder than it sounds. Editors suggest some ideas, of course, but a cartoonist who is worth his salt ought to think up his own.

"And have you ever considered the critics a cartoonist has? Organized women are forever objecting to the artist with wet ideas, for example. I'm not a heavy drinker, but you'd think I was a hell-bent souse, if you read some of the letters received, objecting to the anti-Volstead cartoons I've drawn.

"Most critics are very unaccommodating. They say: 'Won't you please take up some other subject?' and then, of course, they always neglect to say what subject I should take up.

"To help such people out, press agents hover about every cartoonist with brilliant ideas for him to draw. I call them cartoon panhandlers. The calendar has actually become day-ridden. Last week was 'Clean-up Week,' then it was 'Music Week,' before that it was 'Reindeer Week,' and in close proximity came 'Be Kind to Animals Week.'

"I guess I get an average of three requests a week to make cartoons for some cause or other. I refuse them all, except the old stand-bys, the Salvation Army and the Red Cross. When I refuse, these panhandlers are added to the army of critics.

"Then there are the captious critics. The other day I drew what I thought looked like a camel to stand for the dry party and it wasn't long before I received a letter advising me to go up to the Zoo and study the animals. The writer phrased his advice in a most caustic manner, too.

"Another time I drew an automobile in one of my cartoons. I'm sure it expressed an excellent idea, but the only letter I received about it was to inform me in a very superior fashion that there were 11 spokes in one wheel and 10 in the other.

"Occasionally one gets real straightforward and constructive criticism. That's worth getting. No one minds that.

"While cartooning is drudgery, the really dull periods on the Eagle, fortunately, are few and far between. The Eagle is always doing something, always crusading, and that's what a cartoonist lives on. We have plenty of real subjects to draw pictures about on the Eagle.

"I would hesitate to make the assertion that these cartoons are effective. Often, just when I think they aren't worth a hoot, we win a campaign, and someone says the cartoons helped. That cheers me up.

"When the lead news story, the lead editorial and the cartoon are all hitting on the same subject, something usually is accomplished. Then the infantry, cavalry and artillery are all brought into action at once and the chances are the objective will be taken. Naturally, I think the cartoon is the heavy artillery."

For 19 years, Harding has drawn cartoons for the Eagle scarcely missing a day during all that time. In fact he has never missed except on rare occasions of illness and on vacations. For 15 years he has also written a short illustrated front page column of pungent paragraphs called "Here and Now." It was first started during a political campaign when Harris M. Crist returned from Washington where he was the Eagle correspondent to become managing editor. Harding and Crist worked the feature out together first, and Harding has kept it up steadily ever since. His first miss on this feature came not so long ago, and it was just a miss of an edition. He wrote it and forgot to carry it downstairs on time.

"Toppling the Giant," the cartoon which won the $500 Pulitzer prize this year for Mr. Harding, was but one cartoon among 6,000 which he has drawn for that newspaper. And he insisted it was not, to his way of thinking, his best one. It showed the League of Nations felling the God of War.

"But certainly," he added hastily, "I have no fault to find with any jury kind enough to give me $500."

The $500 is safely deposited in the National City Bank, Mr. Harding having reluctantly refused, he explained, all offers made by kind friends anxious to help him spend it at "general thanksgiving parties." The jury, therefore, may not object if it is revealed that Harding himself might have awarded the prize to some other of his own cartoons, had he been consulted by the jurors of award.

"I am very seldom pleased with cartoons I make," Mr. Harding said.

"Last year I drew some 350 cartoons, and there were only about four I thought were any good. The prize winner was one of the four, but there is one I think was better."

He half rose from his chair to indicate a cartoon hanging at the opposite side. It was entitled "The Light That Failed," and showed a lighthouse labeled "Home-Influence" standing in the right foreground, while at the left background the "Ship of Youth" was shown wrecked on the "Rock of Crime."

"What I like to see in a cartoon is a striking pictorial effect expressing a simple idea. That's what gets over best. I can tell by its effect on me, whether or not a cartoon I draw will please the readers.

"My rule is to leave out everything in a picture that isn't doing any work, unless, maybe, it helps out pictorially. It has often been said that what is left out is art. I try not to clutter up my cartoons; to allow as much white space as possible.

"Cartoonists sometimes find it hard to do this. Their managing editors or editors think that every bit of space ought to be put to work.

"'Why don't you put a flag in here?' they ask, or 'Wouldn't it look nice to have Uncle Sam standing there?' And before you know it, your drawing is all filled up with useless stuff. The idea is fog-bound in a gray mass of detail.

"I'm glad to say I'm not bothered that way on the Eagle," he concluded.

Another cartoon, which Mr. Harding liked better than the winning drawing, was called "Alladin and the Dazzling Lamp." It showed a Chinaman flashing the light of Nationalism into his eyes, and the glare was blinding him. The effect was at once striking and simple. "Canada Solves a Flood Problem" was another favorite of the artist. He liked it, he said, because there was no unnecessary detail in it. The drawing was of a huge dam from a regulated sluice in which an orderly stream of liquor flowed. The sluice was labeled "Government Control."

Mr. Harding said it takes him about two hours to draw most of his cartoons. He has drawn them, he declared, in as little time as three-quarters of an hour. He enjoys most those cartoons which permit some picturization of nautre in them; such a sketch, as for instance, one he drew not long ago entitled "The Great Adventure," in which a tiny speck of an airplane was contrasted with the turbulent waters of the Atlantic.

As a matter of fact, Mr. Harding started out to be a landscape artist. He was a lithographer, and, he recalled, "not a very good one either."

"I was drawing on stone as a lithographer for a number of years," he said. "But I never became an expert. Instead I much preferred to draw caricatures of my associates.

"They knew I would never become a great lithographer and beat me out of their jobs, and so perhaps they were sincere when they urged me to quit lithography and become a cartoonist."

At any rate, Harding quit. He free lanced for a while, and then, after the Eagle had bought several of his cartoons, he took a position on a salary basis in 1908 remaining on the paper ever since.

The Sunday editor of the Eagle the other day asked Mr. Harding what it felt like to be a Pulitzer Prize winner, and he obliged with the following:

"Well, for the first minute and a half you feel fine and dandy. There is a sensation of comfort and well-being in your checking account where an aching void had been a minute and a half before.

"This is followed by a momentary humbleness—a feeling that you really don't deserve a prize. That state of mind, however, doesn't last. Directly you ob-

(*Continued on page* 49)



"Alladin and the Dazzling Lamp," a cartoon picked by Nelson Harding, *Brooklyn Eagle,* as one of his favorites.

GEORGIA GROUP ROYALLY ENTERTAINED DURING THREE-DAY BOSTON VISIT

Party of 125 Including Wives and Guests of Association Members Arrive from Savannah by Boat—Visit Portsmouth, N. H., and Quincy—Sailed for Home Monday

AFTER a three-day visit to New England on a "good-will" trip during which they were royally entertained this week by Massachusetts and New Hampshire newspaper publishers and other organizations, members of the Georgia Press Association, their families and guests, approximately 125 in all, sailed for their homes.

To an EDITOR & PUBLISHER representative, President Ernest Camp, of the Georgia Association, expressed, during his visit, pleasure and gratitude at the warm welcome which they had received everywhere during their visit.

Following their arrival in Boston Sunday morning on the steamship City of Chattanooga, from Savannah, members of the party went at once by train to Portsmouth, N. H., where they were the guests of the Portsmouth Chamber of Commerce on a sightseeing tour of that city and nearby summer resorts.

Sunday evening a farewell banquet was tendered the Georgia editors at the Hotel Rockingham, Portsmouth.

The return to Boston was made later in the evening by special train.

During their stay in Boston members of the party made the Hotel Statler their headquarters.

During the day the group visited the State House, where the visitors were greeted by Lieut. Gov. Frank G. Allen, after which they continued to the Charlestown Navy Yard, being welcomed there by Rear Admiral Philip Andrews. They were shown around the Navy Yard and boarded the famous Constitution and other war vessels there.

At 1 o'clock Monday afternoon, members of the party were guests of the Southern Club of Boston at luncheon at the Copley-Plaza Hotel. Major Robert E. Greene, president of the Southern Club, delivered the address of welcome, to which President Camp responded. Royal Daniel, of the *Quitman* (Ga.) *Free Press,* also spoke.

Walter D. Allen, president of the Massachusetts Press Association, Inc., expressed the pleasure of his association that the Georgians had come to Massachusetts.

Following the luncheon, the visiting editors were taken on a bus ride to Quincy, as guests of the Massachusetts Press Association, Quincy Chamber of Commerce and the *Quincy Patriot Ledger.*

Ex-Mayor William A. Bradford, officially greeted the party on arrival in Quincy. Russell C. Low, general manager of the Quincy Patriot Ledger; Miss Annie L. Prescott, treasurer of that paper, and Oscar L. Stevens, managing editor, were members of the reception committee.

Monday evening the visitors were guests of the American Mutual Alliance at dinner at the Hotel Statler, Boston. Speeches in behalf of New England newspapermen, of which there were many in attendance at the dinner, were made by Robert Lincoln O'Brien, editor of the *Boston Herald,* and Col. Frank Knox, publisher of the *Manchester* (N. H.) *Union and Leader,* and regional director of the Hearst newspapers in New England.

Motor trips to the historic battlegrounds of Lexington and Concord, Franklin Park, Harvard College and the Arnold Arboretum occupied the final day of the Georgians' visit to Boston. At 4 o'clock Monday afternoon the visitors steamed down Boston harbor homeward bound for Savannah.

Active in arranging for entertainment of the Georgians were President Walter D. Allen, of the Massachusetts Press Association, Inc., publisher of the *Brookline* (Mass.) *Chronicle,* and Secretary Carl F. Prestcott, of the *Weymouth* (Mass.) *Gazette-Transcript.*

Members of the Georgia Association making the trip and the newspapers represented were:

President Ernest Camp, *Walton Tribune;* vice-president, Miss Emily Woodward, *Vienna News;* secretary, C. E. Benns, *Butler Herald;* corresponding secretary, H. M. Stanley, *The Editor's Forum,* Atlanta; treasurer, J. J. Mowell, *Cuthbert Leader;* attorney, Gordon Saussy; photographer, Walter S. Wynn, Atlanta; chaplain, Rev. Bruce Nay, Savannah.

Wiregrass Farmer, Ashburn, Mrs. Nora Lawrence.

Atlanta Journal, John Paschall, J. R. Gray and Walter Wynn.

The City Builder, Atlanta, B. S. Barker.

Fulton Daily Report, Atlanta, Mr. and Mrs. Frank Kempton.

Georgian American, Atlanta, Mr. and Mrs. James B. Nevin and Mrs. Mary Nevin Vaughn.

Augusta Labor Review, Mr. and Mrs. Max Wilk.

Barnesville News-Gazette, B. H. Hardy and Miss Elizabeth Hardy.

Brunswick News, Mr. and Mrs. C. H. Leavy.

Butler Herald, C. E. Benns, Miss Martha Benns and Miss Marie Garrett.

Cairo Messenger, Mr. and Mrs. Herbert H. Wind and Miss Thelma Vanlandingham.

Bartow Tribune News, Cartersville, Mr. and Mrs. M. L. Fleetwood and Lenna Fleetwood.

Chatsworth Times, J. Roy and Frank McGinty.

Tri-County Advertiser, Clarksville, E. H. and Charles Graves.

Cordele Dispatch, Mr. and Mrs. C. E. Brown.

Covington News, C. L. Snowden.

Dalton Citizen, Miss Mary Louise Horan and Miss Helen Shope.

DeKalb New Era, Mr. and Mrs. J. A. Hall.

Coffee County Progress, Douglas, Fred Ricketson.

Douglas County Sentinel, Douglasville, N. M. Dozier and J. M. Taylor.

Elberton Star, Mr. and Mrs. W. L. Skelton.

Campbell News, Fairburn, the Misses Lurline and Elizabeth Parker.

Fitzgerald Herald, J. Jarratt Pryor, O. L. Bradshaw and Rev. Bruce Nay.

Fort Valley Leader Tribune, John H. Jones.

Griffin News & Sun, R. L. Duke.

Hartwell Sun, Mr. and Mrs. Louie L. Morris.

Jackson Herald, Jefferson, Mrs. John N. Holder and Mrs. F. T. Holder.

LaGrange Shuttle, J. C. Prather.

Cobb County Times, Marietta, Mrs. John H. Couch and Miss Elizabeth Dobbs.

Walton Tribune, Monroe, Mr. and Mrs. Ernest Camp.

Moultrie Observer, Mr. and Mrs. C. B. Allen and Miss Frances Allen.

Montgomery Monitor, Mount Vernon, Hugh Peterson and W. B. Morrison.

Telfair Enterprise, McRae, Mr. and Mrs. W. D. Horton.

Ocilla Star, Mr. and Mrs. J. J. Flanders.

Quitman Advertiser, W. A. Walker.

Quitman Free Press, Mr. and Mrs. Royal Daniel and Miss Catherine Cain.

Rome News-Tribune, Mr. and Mrs. T. E. Edwards.

Savannah Morning News, H. V. Jenkins.

Savannah Press, Mr. and Mrs. W. G. Sutlive.

Vienna News, the Misses Emily and Elizabeth Woodward.

Waycross Journal Herald, Jack Williams and Jack Williams, Jr.

Waynesboro True Citizen, H. Perry Sullivan.

Guests with the party were: Attorney of association Gordon Saussy and Mrs. Saussy.

Auxiliary members: *Southern Telephone News,* Mr. and Mrs. Evelyn Harris, Atlanta. Western Newspaper Union, Mr. and Mrs. J. W. McCartey, Atlanta. American Type Founders Company, Neal Printup, Atlanta. Mergenthaler Linotype Company, O. F. Bading, Atlanta.

Honorary members: Linton K. Starr, Atlanta. Mr. and Mrs. Jack D. McCartney and Miss Gertrude Butler, Savannah.

BIG PRESS ORDER

K. C. Star Buys 30 Units From Goss Company Costing $800,000

The *Kansas City Star's* entire press equipment is to be removed soon and 30 new Goss press units of the latest model installed. The order involves the expenditure of more than $800,000, and is said to be the largest ever received by the Goss Company.

According to officials of the Star, the change is made necessary by the growing needs of the paper.

A few months ago the Star placed an order with the Goss company for six units to be installed by the middle of July. Now the thirty additional units have been contracted for. The complete installation is to be made by March 1 of next year.

AID FLOOD VICTIMS

Obtaining special permission from the city authorities for Sunday movies, the *Albany* (N. Y.) *Times Union,* co-operating with motion picture theatre owners and film exchanges, raised approximately $7,000 for the Red Cross flood relief fund May 15. The *Albany* (N. Y.) *Evening News* had previously sponsored a special Sunday show of the local stock company and donated $1,554 proceeds to the fund.

N. Y. LINAGE SHOWS SLIGHT DROP IN APRIL

TOTAL volume of advertising in New York City newspapers for April, 1927, was 15,708,572 lines, as compared to 15,904,500 lines in April, 1926, a net loss of 195,928 lines, according to figures just issued by the Statistical Department of the *New York Evening Post.*

The table follows:

Pages 1927	Pages 1926		Percentage of Total Space	1927	1926	Gain	Loss
1,404	1,306	American	7.0	1,105,644	1,090,906	14,738	.....
1,678	1,618	Herald Tribune	10.9	1,708,922	1,669,612	39,310	.....
2,130	1,990	Times	16.6	2,602,334	2,557,372	44,962	.....
1,318	1,370	World	8.7	1,367,512	1,513,710	.....	146,198
992	856	*Mirror (Tabloid)	1.7	274,588	307,744	.....	33,156
1,648	1,376	News (Tab'oid)	5.0	789,062	657,596	131,466	.....
1,036	1,200	*Evening Graphic	2.1	325,016	348,368	.....	23,352
1,272	1,226	*Evening Journal	8.7	1,366,850	1,400,896	.....	34,046
914	776	*Evening Post	3.3	525,254	432,274	92,980	.....
846	888	*Evening World	5.8	906,120	965,876	.....	59,756
1,146	1,156	*Sun	9.7	1,521,622	1,500,242	21,380	.....
714	628	*Telegram	3.6	562,408	532,572	29,836	.....
1,294	1,344	Brooklyn Eagle	10.3	1,618,614	1,717,220	.....	98,606
740	768	Brooklyn Times	3.7	585,414	678,128	.....	92,714
448	556	Standard Union	2.9	449,212	531,984	.....	82,772
17,580	17,058	Totals	...	15,708,572	15,904,500	.....	195,928 Net Loss

* No Sunday edition.

	1927	1926	1925	1924	1923	1922	1921
American	1,105,644	1,090,906	1,172,800	1,329,024	1,180,716	1,078,400	859,706
Herald	.....	.....	.....	.....	1,108,986	1,110,250	1,065,668
Herald Tribune	1,708,922	1,669,612	1,358,718	1,230,772	932,930	860,570	861,466
Times	2,602,334	2,557,372	2,347,434	2,363,724	2,373,312	2,311,328	1,923,902
World	1,367,512	1,513,710	1,402,098	1,473,920	1,678,706	1,522,700	1,199,486
Mirror (Tab.)	274,588	307,744	366,428	.....	.....	.....	.....
News (Tab.)	789,062	657,596	567,804	507,208	354,300	292,548	215,212
Eve. Graphic	325,016	348,368	149,744	.....	.....	.....	.....
Eve. Journal	1,366,850	1,400,896	1,477,432	1,436,386	1,181,504	1,008,140	936,928
Eve. Mail	.....	.....	.....	‡	568,064	518,558	541,688
Eve. Post	525,254	432,274	420,174	381,664	364,844	346,624	518,050
Eve. World	906,120	965,876	820,742	745,068	774,756	763,970	831,042
Globe	.....	.....	.....	††	821,162	603,772	568,130
Sun	1,521,622	1,500,242	1,252,174	1,293,520	915,318	806,366	725,396
Telegram	562,408	532,572	617,226	846,110	603,450	614,652	649,752
Brooklyn Eagle	1,618,614	1,717,220	1,478,646	1,566,624	1,542,888	1,396,412	1,177,088
Brooklyn Times	585,414	678,128	450,252	395,644	311,206	283,106	269,762
Standard Union	449,212	531,984	602,542	673,680	679,974	669,546	533,342
Totals	15,708,572	15,904,500	14,484,214	14,243,344	15,392,116	14,186,942	12,876,618

‡ Telegram and Mail combined January 28, 1924.
†† Sun and Globe combined June 4, 1923; name changed to Sun March 10, 1924.

U. P. WARNS AGAINST SOLICITORS

Syndicate with Similar Name Thought to Be Asking for Compensation for Distribution of Autobiographical Matter, and Photos to Newspapers

Warnings are being sent out by the United Press Associations against solicitors representing themselves as coming from the United Press and asking for compensation for the distribution of autobiographical matter. The United Press never accepts money for distributing news material, a letter being mailed to prominent citizens points out.

Tom W. Gerber of the U. P. staff who is handling the matter said complaints had been received from many prominent people. He said he believed they had been solicited by companies trading on the name of the United Press. There is a United Press Syndicate listed in the New York telephone book at 415 Lexington avenue. It is not connected with the United Press Associations.

The letter of warning signed by Karl A. Bickel, president, reads in part as follows:

"We are frequently advised by persons of note and position in New York and elsewhere that they have been approached by solicitors representing themselves as coming from the 'United Press' and asking for compensation for the distribution of autobiographical matter, photographs, etc., among newspapers and magazines. The activity of this organization has caused us no little embarrassment.

"The United Press Associations headquarters World Building, New York, does not accept money or any character of compensation under any circumstances for the distribution of news material.

"This cannot be too strongly emphasized

"If at any time you are approached by any one alleging to represent the 'United Press,' with any character of a 'publicity' proposition involving the payment of money, you may be certain he does not represent the United Press Associations. We would appreciate it also if you would get in touch with us by telephone immediately and a representative will be sent to investigate the matter."

NEW CONNECTICUT DAILY

Danbury Times Launched May 17 by George B. Clark

The *Danbury* (Conn.) *Times* started publication May 17 as a new evening daily. George B. Clark, formerly publisher of the *Bridgeport* (Conn.) *Star,* is publisher. The editor is Lee Wilson, who was also formerly editor of the Bridgeport Star.

The new daily is represented in the national advertising field by Hamilton-DeLisser, Inc., New York.

INDUSTRIAL GROUP TO MEET

"Can Advertising Underwrite Prosperity" Is Cleveland Topic

Between 400 and 500 industrial advertising men, representing practically all of the leading industrialists of the country, are scheduled for a convention at the Hotel Statler, Cleveland, June 13, 14, 15, and 16. The gathering will be the sixth annual convention of the National Industrial Advertisers Association, and the underlying theme of the addresses to be delivered and the questions which will be discussed will be—"Can Advertising Underwrite Prosperity?"

George H. Corey, advertising manager for the Cleveland Twist Drill Company, is general chairman of the committee in charge of convention arrangements. He is also president of the Cleveland Division of the Cleveland advertising Club.

One of the features of the convention will be a large exhibit of industrial advertising. Paul Teas, of Cleveland, is chairman of the exhibit committee.

WHY NEWS IS NEWS ANALYZED BY PROFESSOR

Stories Which Stir Basic Instincts of Readers Eagerly Read—Newspapers Necessarily Must Cater to and Reflect Public's Wants—Primitive Emotions Still Dominate

By RAYMOND D. LAWRENCE
School of Journalism Faculty, U. of Oregon

[F, when sitting down to the breakfast table for coffee and eggs, your attention is caught by the headline "Millionaire Elopes With Waitress" in the newspaper, stop to think why you are interested in this unknown millionaire and his obscure maid.

Here is a story obviously of the romance type; but, since you know neither of the principal characters and since it can in no way affect your personal fortunes or happiness, why should you read it through? Some particular quality in this event has caught your attention, impinged itself on your consciousness, perhaps to the extent that it provides the breakfast-table conversation with your wife.

Why are we interested in the various kinds of news that fill the newspapers?

Textbook writers in journalism tell us that human beings are naturally interested in romance. "All the world loves a lover." In addition, our attention is always caught by prominent or wealthy persons whenever their actions are sufficiently unusual to print newspaper stories about them. Further, the students of journalism have pointed out, we are primarily interested in struggles for supremacy, like football games or political contests; adventure, like the attempt to climb Mt. Everest; animals, like the cat that walked 100 miles or so to return home; children, like the little girl's plea in court to save her father from being hanged for murder; amusements, like the theatre, radio, and photography; the extraordinary, like the story of the man who was re-united with his wife after 35 years of separation; success, like the man who rose to bank president from newsboy.

As these stories flicker through our consciousness, certain ones are accentuated and made to seem important to us by the technique of newspaper typography. This accentuation, accomplished by the selection and arrangement of stories and the size of headlines, is based on what the newspaperman knows as reader-interest. Pragmatic tests tell him that readers will be most interested in certain kinds of news; consequently, these are the stories that are "played up," as in the case of the millionaire and the waitress. They are isolated events seized from the flux of life. But the problem, both from the journalistic and psychological standpoint, is now *what* is taken from the stream of daily events but *why*.

Why should we be most interested in romance, or struggles for supremacy, or adventure? The answer lies in psychological facts regarding "instincts." Our solution comes in relating to news material contained in technical investigations of psychologists; a relation heretofore overlooked, it seems, by scholars. I have used the term "instincts" advisedly, for psychologists are still quarreling over its meaning. For the purposes of this article, it makes little difference whether we call the tendency toward pugnacity, for instance, an "instinct" or a want, or a behavior tendency. "Almost all men," Irwin Edman has written in Human Traits, "exhibit in varying degrees the 'fighting (pugnacity) instinct'; that is, the tendency, when interfered with in the performance of any action prompted by any other instinct, to threaten, attack, and not infrequently, if successful in attack, to punish and bully the individual interfering." Knowing that there are these fundamental impulses in human beings, we can avoid psychological controversies by calling them behavior tendencies instead of instincts, and the question of whether these impulses are innate or the result of social conditions is immaterial.

II

"Smith and Mills Enter Last Stage of Battle" is a headline which arrests my attention as I glance at the newspaper during a political campaign. Here, obviously, is a "battle," a struggle for supremacy between two gladiators in a political arena. It is a conflict, a competition, arousing our emotions. Our sympathies are with one or the other of the participants just as much as in a prize-fight. In fact, there is more than one similarity between a presidential contest and a heavyweight championship. But the essential point is that we are witnessing a conflict, and the explanation lies in our past. Man is the product of history, someone has said; the influence of the past is more than we ordinarily imagine. This interest in conflicts is based on the pugnacity tendency.

Pugnacity is probably a racial thing, a development of what John Dewey calls the "hunting pattern" of the human mind. The pursuit of game and mating were the two main activities of primeval man, and, to a certain extent, they both involve the same behavior tendency—pugnacity. In order to live man had to hunt; in order to procreate he had to mate. Consequently, the tendency toward pugnacity was developed. How this tendency originated is not important here; but, it is essential to remember that the primeval fight was the vital basis of primitive man's mind and culture.

Modern life is to a large extent founded on competition, the essence of which is a fight or struggle between individuals who are contending for the same rewards. It is the soul of business and the zest of sports. Our western "conflict" culture is exemplified in our active, hurried, competitive, bustling life; and we unconsciously exalt and admire the man who has surmounted all obstacles, who by dint of hard *fight* has reached the top.

The reason I say that pugnacity tendency is probably a racial or social development is that, when we contrast the western conflict culture with Oriental passivity, the theory that this tendency is inherited seems to break down. If it was inherited, why should we not see it manifested in India, for instance? Gandhi, in spite of his challenge to the British Empire, has capitalized Oriental submissiveness.

As a result of this development, today we understand fighting better than anything else. The word "fight" in the newspaper instantly arouses our interest. "Crowds Fight to Hear DeValera" screams headline, and we are alert with interest. Hundreds of thousands of persons flock to football games every fall, for there we find the epitome of conflict. It is a glorified battle, a dramatization of the primeval pugnacity tendency, complicated by an emotional desire to see our side win. We actually identify ourselves with one or other of the teams, and feel it a personal reflection when our eleven loses.

Much of our present interest in the fight, because of the civilized conditions under which we live, is vicarious. The political contest between Coolidge and Davis and the Harvard-Yale football game give us a socially acceptable outlet for the original tendency toward pugnacity exhibited by the primitive man in the battle for food and mate.

III

Emotion and habit form the basis for most of our actions. With habit we are not particularly concerned here, but often the part emotion plays in determining an individual's life and success is overlooked. Our reactions to persons are almost always based on love or hate, using both terms in the widest sense. Love, for instance, may extend from the feeling of common sympathy with fellow beings to the more intense desire that leads to marriage. What McDougall calls the tender emotions or what Aristotle called the principle of affection is manifested in nearly every phase of life. In politics it is particularly evident, as Graham Wallas has pointed out: "If we look for this political affection in its simplest form, we see it in our impulse to feel 'kindly' towards any other human being of whose existence and personality we become vividly aware." Wallas cites examples of candidates showing themselves to the electors during campaigns, of monarchs having their pictures printed on coins in order to inspire the affection of their subjects.

In the news these kindly feelings are what the newspaper man calls "human interest." The old story of the mother who stole bread to feed her starving children is an excellent example. Immediately our sympathies are aroused. Unconsciously the love we bear our own children reacts to extenuate the mother's crime, if crime we call it.

In news, the love emotion may be engaged in a more intense form: the relation between the sexes. Psychologists would probably grant that the sex tendency is the most palpable of our "instinctive" actions. The love story in news or fiction has a vital interest, which probably accounts for the large amount of newspaper space devoted to divorces and "love" scandals.

The love tendency may be traced back to the original need of men to propagate the species. Mating aroused not only love but pugnacity, for in order to capture the primitive maiden the male resorted to the fight, or what we call "cave man" methods. Thus, opposite tendencies were involved in the same process.

Transferred into civilized life, much—not all, of course—of our interest in love is based on the sex tendency. However, just as in the case of the pugnacity tendency, the interest as far as reading is concerned, is vicarious. Although few readers ever heard of the persons involved in the following story, it was printed on the top of page one in one of the leading New York newspapers because the news editor realized that it would elicit an emotional response from ninety-nine percent of his readers:

"Two footsore, hungry, bedraggled, fourteen-year-old elopers for whom Northern Maine had searched since last Wednesday awaited arrival of their parents at the County Jail today, undismayed by the unromantic ending of their second elopement in two weeks. Starvation had ferreted them out.

"We want to be married," protested John Jones and Bessie Smith as Sheriff Brown locked them up. Instead the sheriff gave them the first real meal they had tasted since Friday when they went to sleep on jail cots that were at least more comfortable than the floor of the deserted barn that had been their hiding place. . . . . ."

Here is the love interest, enlivened by a struggle to escape a conflict with the authority of parents and law. The latter point explains partly why so many persons sympathize with criminals when they are hunted by officers. Popular sentiment was decidedly in favor of Roy Gardner in his spectacular escape from prison. We are bound to be interested in a conflict whether in crime or tennis.

Because of this legitimate interest in love many newspapers of the less desirable sort pander to morons by printing salacious details which are obviously unimportant but, having a degree of sex interest, they do contain an appeal.

In the magazine field, publications purporting to portray the "true" amorous life of authors also appeal to the romantic interest. They offer a vicarious outlet for the natural desire to love or be loved. Thomas has shown in "The Unadjusted Girl," that "the desire for response is primarily related to the instinct of love and shows itself in the tendency to seek and to give signs of appreciation in connection with other individuals."

IV

Bootlegging is to modern life what cowpunching was to the '90s and early part of this century. Men used to become cowboys because they felt the urge of a rigorous, romantic life; in 1926 they became bootleggers because, like cowpunching, it provides an adventurous, dangerous, thrilling existence. This is, of course, an exaggeration, but it is partly true, for bootlegging actually is one of the few ways left in which the adventurous type may find physical outlet.

All of us, however, do not require an actual outlet for our urge to adventure. We satisfy that craving in literature, in our interest in news of the adventurous doings of others, in magazine stories of the romantic, out-of-door type. Interest in certain classes of news is based on an escape mechanism, just as it was in the case of romance. Recently, a western metropolitan newspaper printed several columns of news and pictures about a college lad who traversed the whole length of the dangerous Columbia river in a canoe.

"Cascade Locks, Ore.—Amos Berg, Jr., canoeist, staged a dramatic battle for his life yesterday afternoon in the Cascade rapids before the click of two movie cameras which recorded in films the passage of the final barrier of the young adventurer from the highwaters of the Snake river to the ocean.

"After successfully negotiating the first two barriers of the dangerous rapids, the young adventurer, out in the river about a quarter of a mile, turned his frail craft into the last of the treacherous waters that have never been conquered by a canoeist.

"For a few seconds the craft withstood the boiling maelstrom, then capsized. With death near, Berg made a miraculous escape, and landed three miles below."

Why? Because their readers were interested. And why were they inter-

SIR THOMAS CHEATED SELF PLAYING NEWSBOY

SIR THOMAS LIPTON, Irish yachtsman, raconteur and tea advertiser, told one on himself while in Chicago this week on a "purely business trip."

"Was I ever in the newspaper business? Once," said Sir Thomas. "I was making a trip across the English Channel with John Dewar, the famous Scotch whiskey man, some years ago. Before boarding the boat to England we had bought a large number of English papers. I was standing at the rail with these under my arm when an Englishman approached and asked me whether I had an *Express*. I realized he had mistaken me for a newsman.

"I thought that I might please my Scotch friend, Dewar, by selling a one penny Express for two pence, so I let the man have the paper. Later, I told Dewar about it. He was angry.

"'What do you mean?' he said. 'The Express sells for three pence in France.'"

ested? Because this thrilling canoe trip vicariously satisfied their own—unconscious perhaps—craving for excitement. We all live rather mundane, uneventful lives, and we either consciously or unconsciously imagine ourselves in the adventurer's role.

This desire and admiration for adventure also is a factor in our interest in crime news as well as contests, political campaigns, explorations, and travel tales. Thomas, in "The Unadjusted Girl," points out that "men crave excitement and all experiences are exciting which have in them some resemblance to the pursuit, flight, capture, escape, death which characterized the earlier life of mankind. Behavior is an adaptation to environment, and the nervous system itself is a developmental adaptation. It represents, among other things, *a hunting pattern of interest.* 'Adventure' is what the young boy wants, and stories of adventure. Hunting trips are enticing; they are a survival of natural (primitive) life. All sports are of the hunting pattern; there is a contest of skill, daring, and cunning. It is impossible not to admire the nerve of a daring burglar or highwayman. A fight, even a dog fight, will draw a crowd. In gambling or dice throwing you have the thrill of success or chagrin of defeat. The organism craves stimulation and seeks expansion and shock even through alcohol and drugs. 'Sensations' occupy a large part of the space in newspapers. Courtship has in it an element of 'pursuit' . . . " The philanderer, the siren, the vampire are all examples of the adventurous spirit—they indulge in love conquests because of the lure of new excitement. Of course, as we pointed out, this primitive impulse has been largely modified by civilization. Where the cave-youth on courtship bent said it with a club, the modern lad says it with flowers.

V.

Animals and children, to a large extent, bring the same behavior tendencies into play. The newspaper public is delighted in stories about any kind of animals, tame or wild. We read of anecdotes about them, their traits and doings, with keen interest. Any newspaperman knows that children lend the story "human interest." This interest may be related to the tender emotions. Man naturally pities and protects the weak and suffering, and, according to Edman, this tendency is closely akin to the parental "instinct." Pity and sympathy are aroused in the case of both animals and children. Toward them we have what has been called a feeling of beneficient superiority. An example follows:

"Cold Ash, England—As dogs are known to have returned to their master after long spells of enforced absence, so did 'Bossy,' one of the best cows on any farm in this section, return to her old stall after being sold to a far-away neighbor. Her owner drove 'Bossy' to market and disposed of her to a farmer 12 miles away. The buyer took her home. But when milking time came next morning 'Bossy' was back home in Cold Ash a little tired from her long walk but seemingly happy, in a bovine sort of way."

A dog fight, or bull dogging at western round-ups, or bull fighting in Spain and Mexico, it might be objected, do not arouse a poignant emotion and yet many newspaper readers are keenly interested. Man is prone to project human qualities on animals and they are personified, unconsciously probably, as human beings. Consequently, when they are engaged in contests or conflicts man's pugnacious tendencies are called into action. For the same reason, i. e. thinking of animals in terms of ourselves, we have an admiration for animal intelligence. An audience will watch with breathless interest the antics of a trained seal or horse on the stage.

VI.

About the middle of the Ninteenth century the Utilitarian philosophy of Bentham and Mill, which held that pleasure was the basis of man's actions, was commonly accepted. Today this viewpoint is thoroughly discredited, and modern psychology has turned to other motives to account for the tendency to play—basically a desire for pleasure. Much of the play of children is a method of getting rid of stored-up energy. In adults, where activity is directed toward a conscious end or purpose, there is a necessity for variety. A continued response to the same set of stimuli, as in the case of work, grows tiresome, and the individual finds it necessary to vary the stimuli. Therefore, this variety is called play. The musician probably would not play the violin after going home from an evening in concert orchestra any more than a carpenter would find recreation in building a house after a hard day's work.

The play tendency may be gratified in hundreds of different ways: sports, the theater, radio, photography, cards, etc. Our interest then is centered about one or more of these recreational activities, which if they contain the contest element further capture our attention; and a large amount of newspaper space is devoted to them. Sport sections, theater pages, radio columns, advice to bridge players are all illustrations of the journalist catering to the play tendency.

VII.

Is Mars inhabitated?

Will perpetual motion machine ever work? Can we communicate with the spirit world?

This type of question, the extraordinary, probably hold more interest for the reader than any other kind. The secret of their fascination lies not only in the fact that our lives are mainly dull and unusual. There is a more fundamental reason that is genetic.

Ages and ages ago the primitive man was surrounded by every imaginable kind of danger. His environment was a constant threat to his safety. The necessity for self-protection was the greatest factor in his life. Gradually he came to know that the things he saw every day were not dangerous and that it was the new, the extraordinary, behind which death lurked. Therefore, his attention was always caught by these unusual factors in his environment which lead to exploration habits. Everything that was new must be investigated. Consequently, a whole habit pattern was built up around this protective necessity.

These patterns have been carried over into modern life, leading to a fascination in the supernatural and the extraordinary.

Fear plays a large part in this interest. Even in modern times men fled from the locomotive and airplane when they were first exhibited. Strange or unusual political or economic doctrines are quite likely to arouse fear. Bolshevism, Socialism or Anarchy may stimulate a feeling of insecurity because they are attacks on property or they may stir up violent hate because they are unaccustomed.

Mystery and detective fiction attract readers for the same reason as does a newspaper story about Clara Phillips. The very definition of news recognizes the fundamental importance of the unusual, and every newspaper man knows that a story is not worth printing unless it is out of the ordinary.

VIII.

Leading among the profit-making magazines in the United States today are those which exploit the success of prominent citizens. "How I Made a Million Dollars in Twenty Years" is a familiar story. The adage nothing succeeds like success is not only true in America with its material culture but all over the world, for man everywhere is attentive to unusual achievement. A record-breaking airplane flight, a hero rescuing a drowning woman, an outstanding financial feat all catch our interest in the newspaper columns.

Partly this interest is based on the desire and necessity for recognition of our fellow men. Quoting Thomas again, he says that "this wish is expressed in the general struggle of men for position in their social group, in devices for securing a recognized, enviable, and advantageous social status."

The individual requires the attention of society for the development of his personality. but, whether or not he gets it, he admires the distinction and accomplishment of others. The same is true of interest in prominent persons, but success interest is not confined to notables, to wit, the following story printed on the front page of a New York newspaper:

"Beverly Hills, Calif.—John W. Neal, chauffeur for King C. Gillette, safety razor maker, is going to quit. He bought an $1800 lot on the installment plan in Beverly Hills six years ago.

Yesterday it was announced that he had leased his lot to W. D. Longyear, Los Angeles banker, for a total rental of $732,800 for a ninety-nine year tenure of the property, terms $20,000 cash and $600 a month.

Unconsciously we are inclined to put ourselves in the successful person's place, and especially is this true if we have reached no distinction ourselves, which, of course, the majority of men have not.

IX.

This interpretation would be misleading if I failed to point out that each of these behavior tendencies have been considered individually purely for the purposes of illustration. A news story generally allures readers not because of one motive but because of several; thus, the account of a college football game may appeal to our interest in conflicts, adventure, recreation, and success. The same is true of behavior tendencies themselves.

I have made them seem isolated and simple. In reality they are complicated and almost never function singly. This whole account of news-interest demonstrates the fact that a newspaper is no more than a reflection of the community, and must, in the very nature of its interest basis, give to the readers what they want.

SAYS COURT RECORDS MUST BE OPEN

District Officials Are Not News Censors, Iowa Attorney Rules in Unusual Test Case—All Public Property

(*By telegraph to* Editor & Publisher)

Des Moines, Ia., May 19.—District court clerks or other public officers having custody of public records are not censors of news and cannot withhold from the newspapers or the public any records filed with them, Attorney General John Fletcher of Iowa ruled yesterday. The ruling was prompted by the announcement of C. R. Albright of New Hampton, Ia., Chickasaw county clerk that hereafter he will refuse newspapers access to records filed in his office. Failure to suppress all, or parts, of certain items of news at the request of the clerk or of members of the bar, was one of the reasons assigned by Mr. Albright for his decision to refuse newspaper permission to inspect documents filed in his office.

The clerk contended that only interested parties are legally entitled to examine the records and that newspapers or their agents do not come under this classification. The Iowa attorney general declared, however, that either his office or any district judge will frustrate the plans or Mr. Albright if the Chickasaw county clerk attempts to exercise censorship over the publication of records filed with him.

There is no law specifically declaring filings in public offices to be public records, the attorney general said, but all records of any public office are public record and become public property when filed, he ruled.

The records once filed can neither be sequestered nor censored, and must be made available to anyone asking to see them at reasonable time within reasonable hours and under reasonable conditions, Mr. Fletcher said, and a public officer must make his records available during office hours. Court petitions, applications for marriage licenses, divorces, court decrees and other similar legal documents legally enjoy the same privacy as a pet goldfish or canary the attorney general commented in amplifying his ruling.

The only records in a public office which are not public, he said, are those which the state legislature may determine should not be disclosed on account of public policy. Mr. Fletcher could recall no case where an Iowa legislature has singled out any public records for such action.

THIRD MAN GETS LIFE FOR MELLETT MURDER

Streitenberger, Former Canton Policeman, Convicted of Aiding in Daily News Editor's Assassination

Floyd E. Streitenberger, former Canton, O., policeman, was convicted of first degree murder by a Canton jury Tuesday night for the part he played in the murder of Don R. Mellett, editor of the *Canton Daily News,* last July.

A jury of three women and nine men found Streitenberger guilty but recommended mercy, which made a life sentence mandatory. In Ohio penitentiary Streitenberger will join Pat McDermott, gunman, who did the shooting, and Ben Rudner, "pay-off man," who also have been sentenced to life for their part in Editor Mellett's murder.

Streitenberger took the verdict calmly. Once in his cell, however, he turned in denunciation against Louis Mazer, the witness who brought about his conviction.

Mazer, as a State's witness, told of the plots against Mellett, to which he was a party; told of Streitenberger naming the date, July 16, on which Mellett was killed "because there would be a lot of people and a lot of noise" at a sham battle in a park, and testified that they drove around in Streitenberger's car to assist McDermott, the gunman, escape.

It was this testimony which convicted him, and was the first statement to come from any of the principals accused of Mellett's death, which followed an editorial campaign against members of the underworld.

Streitenberger appeared as the apex in a triangular plot against the crusading editor. McDermott first was convicted as the hired gunman. Rudner next was convicted as the "pay-off man" who paid McDermott to do the actual killing. The former policeman worked out details of the getaway and promised police protection for Mellett's slayers.

Mazer admitted that his interest in the plot was protection of his bootleg trade, and his activities were directed principally toward helping any of the three who needed him.

An echo of the Mellett investigation was heard Tuesday night when Police Chief John Wise suspended Daniel Van Gunten, who was on duty in the Canton station house the night Mellett was killed.

Testimony in the investigation was that a signal summoning policemen to headquarters went unanswered twenty-two minutes.

TO TEACH JOURNALISM

De Puy Named Head of "Floating University" Courses for 1927-28

William Atherton Du Puy, newspaper and magazine writer, has been appointed head of the department of journalism and editor-in-chief of the daily publication of the co-educational "Floating University" which leaves New York, Sept. 21 next, aboard the Cunardar "Aurania" for another round-the-world cruise of eight months.

Du Puy will be accompanied on the cruise by Mrs. Du Puy, before her marriage, Ada Lee Orme, a newspaper woman who once did Sunday stories for the *New York World,* and their two daughters, 18 and 15 years respectively.

NEWS OF FOREIGN MARKETS

The first issue of a Foreign Market Bulletin to be published as occasion requires by the specialties division of the Department of Commerce appeared May 16. Over the signature of Eric T. King, chief of division, it is stated that the bulletin is being sent to firms which have recently sought information concerning advertising in foreign countries, and that in addition to information on such matters it will also announce from time to time lists of mediums in foreign countries, special reports, etc., as they become available for distribution.

ADVENTURES IN NEWSPAPER PUBLISHING

II.—OVERCOMING RELIGIOUS BIGOTRY

By N. E. W. SOUTH

This is the second of a series of intimate stories written from "the inside" by a newspaper publisher who, for obvious reasons, cannot disclose his own identity or that of the newspaper about which he writes.

(NE of the immediate problems that confronted me when I took over general management of the *Blanks-g Eagle* was how to wean back ap-ximately 4,000 circulation that had in-nantly left the paper when it pro-ted itself into the very front and ter of a nasty religious fight.

Briefly, here was the situation:

At the height of the nationwide agita-n against the Ku Klux Klan, the then nager of the Eagle hired an out-of-n detective, who wormed himself into local membership and every time the n held a meeting a full report of it uld appear the next day in the Eagle. sult, the Eagle's circulation began to t like snow in the presence of a ical Fourth of July sun. The rival er, keeping discreetly still, picked it and within a few weeks was the cir-ation leader in the field for the first e in its existence.

Also the morning paper began to make vy inroads on the evening's local and ional advertising—business, as we all w, being all too prone to go to the ow who can flaunt the largest circula-n figures. Then the Eagle woke up, l, in an effort to win back some of lost circulation, began rubbing it into Catholics. Their church announce-nts were placed last among such news Saturday, instead of alphabetically as ore, and their auxiliary organizations, h as the Catholic Daughters of Amer-, suddenly found the social columns sed to them. All of which meant that a few Catholics also quit reading the gle; and as none of the 4,000 Protes-ts came back, the Eagle's latter state s worse than its first. Thus, when I k over the management of the paper, erness towards it in both Catholic and otestant circles was widespread. For ny months its circulation, following first weeks of wholesale cancellations, l shown a steady decline. Something l to be done to win back both camps. natever that something should be, it l to be done quickly, for by this time bulk of the national advertising, which this particular field had for many years n the Eagle's "meat," had been taken ay by the morning, and even the gle's staunchest adherents among the al advertisers had become exceedingly bious over the circulation outlook.

As I was pondering over the first move make, two things, that in themselves l no relation whatever to the problem hand, happened. Over the telephone ne an invitation to the new general nager of the Eagle to address the Ro-y Club the next day at its regular ekly luncheon. I accepted and as I ched for my memorandum pad to make e of the date, my eyes fell on a pocket booklet labeled "Constitution of the ited States." Instantly and without conscious effort on my part, this idea shed into my mind:

'The Blanksburg Rotary Club is com-ed largely of business and professional n prominent in Protestant and Klan cles. The Constitution of the United tes of America guarantees to every the right to worship God Almighty he or she pleases—or not at all, if that pleases. Tell the Rotary Club of nksburg just that, and stand or fall that message."

The next moment I caught myself ghing at the absurdity of the idea l put it from me. But, so help me, it ne singing back into my brain 24 hours er when I found myself on my feet the presence of some 200 of Blanks-g's leading citizens, and before I knew I heard my voice saying:

'And now there is one thing more that should like to say to you so that in future there will be no misunderstand-about it between us.

'Gentlemen, the Constitution of the United States of America guarantees to you and to me, to every man, woman and child in Blanksburg, the right to worship God Almighty in any way each of us sees fit. This basic law under which we live takes no cognizance of the church to which you or I belong or what religious beliefs yours or mine are—all our common country asks of us is to be good Americans under that basic law. You, gentlemen, didn't ask us who were in the World War whether we were Catholics or Presbyterians or Episcopalians or Holy Rollers or Jews when we marched away to defend your liberties—who, then, among us, in peace time, dare make any man's religious belief a test of that man's Americanism? Both personally and officially as general manager of the Blanksburg Eagle, I take my stand on the Constitution's guarantee of religious liberty for us all and the Eagle from now on will be run on that basis. If this, in your opinion, is not good Americanism, then the sooner you gentlemen tell me so, the better for all concerned. And the day I cannot run the Eagle successfully on this basis, that day I will lock the front door and shake the dust of Blanksburg off my feet for good and all."

As I stopped talking, I suddenly realized that all the time I had been shaking a clenched fist at my auditors, and it was with an inward feeling of dismay at my own temerity that I sat down. A second later a prominent Rotarian at my left was whispering excitedly in my ear:

"By God, you've won 'em, The damned nerve of it won 'em. I haven't heard such applause in months. And I want to tell you personally, old man, that I'm with you from now on."

Well, that speech did win quite a few folks back to the Eagle—influential folks, too.

One was a Klan leader. The next day he called on me at my office.

"I heard what you said yesterday," he began, "and I am glad you have taken that stand. It is time to heal the old religious sores in this community, and you can count on my support."

Another was the rector of Blanksburg's largest Catholic church.

"I've heard about your speech before Rotary," he said; "I want to thank you for it and to tell you that you can count on my support."

A third was the pastor of the largest Methodist church in the state. He, too, said in so many words that I could count on his support.

So it went, the volume of approval swelling with every repetition of that speech. I made it before practically every civic organization in Blanksburg before I was through, and not once were my remarks received with any outward signs of disapproval. In sooth, how could they be by men and women who claimed to be good Americans, for were they not based on the Constitution of the United States itself? And therein, I think, lay the secret of my successful attack of the problem before me; what I had to say was founded on a Constitutional guarantee, and for any man to question the justness of that guarantee and withhold approval of my espousal of it for the Eagle was to deny, in effect, his own personal right to worship as he saw fit.

In such fashion I got over to all of Blanksburg and its contributory territory that the Eagle didn't give a tinker's dam what a man's religion was, or to what quasi-religious organization he belonged, so long as he conducted himself as a good American should under the Constitution. At the same time I helped to reduce the old soreness by seeing to it that church announcements were run in alphabetical order according to the individual names of the churches, and by throwing open the social columns to the auxiliary organizations of every denomination. And pretty soon news of the social doings of the Catholic Daughters of America and the women's auxiliary of the Ku Klux Klan was appearing regularly cheek by jowl in the Blanksburg Eagle without devastating results to any one!

But the thing, I think, that helped most of all to back up my straight talking before the Blanksburgers in meetings assembled was this:—

Every day for weeks I printed in the first column of the first page of the Eagle a copious extract from the Bible!

Sometimes this extract took up two-thirds of a column, sometimes a fourth of a column; as a rule it occupied about half a column. And always over it appeared this box head in prominent type: GREAT PASSAGES FROM THE BIBLE.

Here I printed the Genesis account of creation; the Twenty-third and other famous Psalms; the Lord's Prayer; the Sermon on the Mount; indeed, chapters from practically every book of the Bible—every quotation having to do with right living and right thinking, regardless of one's religious belief, whether Protestant, Catholic or Jew.

I did this with the thought that no creed or denominational auxiliary could object to the printing of these passages, and that if I could get people generally to read them, the teachings contained therein might help to soften the religious intolerance that too long had held sway in Blanksburg. In any event, I did not see where printing these passages could do the Eagle any material harm.

And it didn't. Quite to the contrary, and strange as it may seem, people actually began buying the Eagle to read the Biblical passages, and we received scores of letters from subscribers in all walks of life commending us for publishing them.

One letter showed a curious, yet to us pleasing reaction. Simply signed "K. K. K.", it read:

"By printing your 'Great Passages from the Bible' on the front page of the Blanksburg Eagle, you are making people read the Bible every day. The K. K. K. stands for the Bible and more reading of the Bible. Keep up the good work."

Another out of the ordinary comment came from a leading Jewish merchant: "I read 'Great Passages from the Bible' every day. They are the first things I read. And good Jew that I hope I am, you have not printed even one verse from the New Testament that I cannot heartily subscribe to."

Gradually, under all this procedure, followed up by a carefully planned canvass, the lost circulation came back to the Eagle. Then one day, after months of effort, we made the discovery that we had regained our old circulation leadership. But almost in the same moment, so to speak, two situations arose to make us wonder whether, after all, we had safely put the old trouble behind us.

First, two men known to be active in Klan circles walked into the office and handed me a circular which stated that on such and such a date Miss So-and-So would lecture at Mechanics Hall on "Why I became a nun, what I learned as a nun, and why I fled the convent."

I handed the circular back with the statement that we could print no such news announcement; that the Eagle would not be a party to any attack, open or covert, direct or indirect, on any religion as long as I was its general manager.

"But we want to pay for this," said one of my callers. "We haven't come here to ask you to print this as news and for nothing; we propose to buy some of the advertising space you have for sale here."

"There is no advertising space for sale in the Eagle for an attack on any religion," I said.

"Then there is no such thing as a free press," the other caller shot back.

"You are wrong," I said. "What you

CORRESPONDENTS AT U. S. CONSULATE IN SHANGHAI



This photograph taken a few weeks ago shows from left to right: Lawrence Wilson, North American Newspaper Alliance; Frederick Moore, *New York Times;* Glen Baff, Associated Press; F. Misselwitz, United Press; Stanley High, *Asia Magazine;* a United States sailor on guard duty; and J. B. Powell, *Chicago Tribune* and *Manchester Guardian.*

propose is license, and not liberty, and I won't join you in it."

"Then the whole town will know about your unfair stand," said the first speaker, while the other nodded, and both stalked out of the office, two subscriptions being cancelled on the way.

That was on Saturday. On Monday, when two Catholic priests, stirred to action by publication of the "nun" advertisement in the Sunday issue of the Eagle's rival, called on me, our subscription cancellations still numbered two. These priests proffered a paid reply, in the form of a display advertisement, to the "nun" ad. I repeated to them what I had said to my other visitors. When they found me firm in my decision, they, too, left and on the way out one of them subscribed for the Eagle—making a net loss to the paper of one subscriber.

As far as we ever were able to determine, that was also the grand total loss to the subscription list brought about by our refusal to run these two ads. Incidentally, we found out later that the two men who brought the "nun" to town did so in their private capacity and not as representatives of the local Klan, which had nothing to do with the venture and were opposed to it as a body.

The second situation that held the seed of trouble arose out of the county primaries. One of the candidates for president of the county court was a klan leader, and it was believed by many that he stood a good chance to win the Republican nomination. Unfortunately, for his prospects, a few days before the primaries he was arrested on the charge of driving an automobile while drunk and held for trial under bond.

"The darned galoot," said the city editor, in reporting the news to me. "Here we're well over this bigotry mess and now Jones goes and gets himself arrested on a serious charge. What in hell to do?"

"Print the news," I said. "But do not scream it."

"My God," gasped the C. E. "Do you want to lose our circulation all over again?"

"No," I said. "And I have a hunch we won't."

So the news of Jones' arrest was printed on page one, where it rightly belonged. As far as his candidacy was concerned, it "blew him out of the water," as one political leader patly put it. But as for doing any damage to the Eagle's circulation, "thar warn't nont."

And today the Eagle is enjoying a constantly increasing circulation, the largest in its existence of 60 odd years.

VERDICT FOR U. P.

Court Rules Against Paper Which Refused Pay for Printer Service

A jury in Circuit Court, Judge Frank Smith presiding, May 16 rendered a verdict of $1,500 in favor of the United Press in a suit against the *Orlando* (Fla.) *Reporter-Star,* charging violation of contract.

The United Press alleged that the Reporter-Star failed to carry out an agreement for night leased wire service, under which the paper had been receiving the service since Nov., 1925. In Jan., 1927, the alleged breach of contract occurred, when the paper refused to make its regular payments for service.

The Reporter-Star sought to prove that the news report as received over automatic printer-telegraph machines had been unfit for use, because of mechanical difficulties.

R. B. Brossier and J. C. Brossier, publishers, and R. Taggart, city editor, testified for the newspaper.

Clem J. Randau, sales manager, and J. A. Wicker, Atlanta printer operator of the United Press; E. J. Conover, district service supervisor of the American Telephone & Telegraph Company and W. C. Dewstoe, head of the telephone company's test board at Orlando, testified for the United Press.

Their testimony sustained the contention that the United Press had carried out its contract and, while admitting minor interruptions in the service, showed that normal service had been delivered.

BIG DIVIDENDS PAID BY DETROIT NEWS

$14,100,000 Has Been Paid to Four Children of James E. Scripps, Court Testimony Reveals —Suit Continues

About $14,100,000 in cash dividends has been paid to the four children of the late James E. Scripps, founder of the *Detroit News,* by his estate, since his death in 1906, it was brought out in Circuit Court, Detroit, May 12.

The estimate was given by Cecil Billington, secretary of the Evening News Association, which controls the Detroit News, testifying in the suit of Mr. and Mrs. Rex B. Clark, who are suing to force distribution of most of a $10,000,000 stock dividend.

Billington said Mrs. Clark, one of the newspaper founder's four children, had received $3,700,000 in cash dividends since her father's death in 1906. A similar sum was received by the others, he said.

Scripps left a trust fund of all his property, naming his son, William E. Scripps, and two of his sons-in-law, George G. Booth, president of the Detroit News, and Edgar B. Whitcomb, as trustees.

In 1922, the Detroit Evening News Association increased its capital stock from $50,000 to $10,000,000, and 83 1/3 per cent of it was put into the trust fund.

Mrs. Clark, in her suit, is seeking to have the increased capital stock declared profits and distributed to the four children.

The will provided that the trust fund should be distributed in 1936 to the Scripps children, grandchildren and great-grandchildren. It also said profits should be given to the children and the remainder used in improvements.

Scripps was a half brother of the founder of the Scripps-Howard newspapers, but was not connected with that organization.

Mr. Clark addmitted on cross-examination May 13, that he was satisfied with administration of the Detroit News, which was shown to have raised the earnings of that newspaper from $144,000 in 1906 to $3,400,000 last year.

Clark complained, however, that he had not been informed of the major changes in the handling of the news, such as discontinuing of the *Detroit Tribune,* a morning paper, and purchase of the *Detroit Journal* and its suspension by the News, after the moves had been completed.

Clark was given a one-half interest in the share of his wife by her several years ago.

Closing arguments in the suit were heard Thursday and Judge Bingeman took the case under advisement.

LAUNCHES EARLY EDITION

The *St. Louis Post-Dispatch* began the issuance Tuesday of what is termed their first city edition which is on the streets at 9 A.M. The edition is complete in editorial features as well as news and advertising matter received in time for publication. Previously the first edition of St. Louis afternoon newspapers was the home which appeared at 11:30. Several years ago a midday edition out about 10:30 was issued. The Post-Dispatch is the only afternoon newspaper issuing the early edition.

DAILIES MERGED IN DUBOIS

The *DuBois* (Pa.) *Courier* has purchased the *DuBois Express* and is publishing the latter as an evening paper and the former as the *Morning Courier.* Space is being sold only in combination. The combination is represented in the national field by Lindenstein-Kimball, Inc.

NEWS AGENCIES TO MEET

Allied news agencies of Europe will hold their annual conference in Warsaw, May 23-25. The conference this year will be attended by Kent Cooper, general manager of the Associated Press, now in Europe, visiting A. P. bureaus. It is the first time that Mr. Cooper has visited the Continental offices of A. P. since he became general manager.

NEW COMPANY FORMED FOR NEWSPRINT SALES

Montreal Firm Will Handle Output of Eleven Mills With a Total Capacity of 5,000 Tons a Day

The Canadian Newsprint Company, Ltd., with head offices in Montreal, has been formed as a selling agency to handle the output of eleven Canadian newsprint mills.

The directors of the new company will be George Chahoon, Jr., Sir Herbert S. Holt, George H. Mead, Alexander Smith, John H. Price, J. H. Gundy, G. H. Montgomery, Frank W. Clarke and W. N. Hurlbut.

The officials of the company will consist of W. N. Hurlbut, president; E. L. Crooker, vice-president; T. T. Walkers, vice-president; Frank B. Common, secretary. It is expected that the new company will commence operations immediately.

H. P. B. Wilson, vice-president of Spanish River, who has been located at Sault Ste. Marie, Ontario, has taken up permanent residence in Montreal and will in the future devote himself to the activities of the newly formed merger of Canadian newsprint selling agencies. It is understood that Mr. Wilson will continue as a director of Spanish River, but is to occupy an important executive position in the newly formed Canadian Newsprint Company, Ltd.

The new company, which has a capitalization of $5,000,000 preferred stock and 10,000 common shares of no par value, has arranged to acquire the G. H. Mead Company, the Canadian Export Paper Company and the St. Maurice Sales Company, Ltd.

Through these subsidiary companies the Canadian Newsprint Company will have for sale a daily output of approximately 5,000 tons of newsprint paper, being the combined production of the following Canadian mills: Laurentide Company, Ltd.; Price Brothers & Co., Ltd.; Port Alfred Pulp and Paper Corporation; St. Maurice Valley Corporation; Canada Paper Company; Ste. Anne Paper Company, Ltd.; Spanish River Pulp and Paper Mills, Ltd.; Fort William Paper Company, Ltd.; Ability Power and Paper Company, Ltd.; Manitoba Paper Company, Ltd., and the Anglo-Canadian Pulp and Paper Company, Ltd.

The aim of the new sales company will be the energetic broadening of the market for Canadian newsprint through the development of overseas business. Through the merger of the above selling organizations it is felt that three factors will materially contribute toward more economical distribution, namely, the lowering of selling costs due to the elimination of duplication in selling effort, the saving in freight by shipping from the mill best favored by geographical location and the better service to publishers with quick and assured deliveries.

The new company will handle the production of mills well located with reference to the American market.

CITY NEWS ELECTS FORD

Managing Editor of New York Telegram Elected President

Andrew W. Ford, managing editor of *New York Telegram* was elected president of the New York City News Association Wednesday, succeeding Osmund Phillips, city editor of the *New York Times.*

Other officers chosen for the ensuing year were:—William P. Beazell, *New York World,* vice-president; Howard E. Sands, secretary; William G. Henderson, treasurer-manager. The new executive committee is composed of Vincent G. Byers, *Evening Post;* Endicott G. Rich, *Herald Tribune;* William E. McKernon, Associated Press; Edwin B. Wilson, *Brooklyn Eagle,* and Osmund Phillips, *New York Times.*

"NEWSPAPER" DEFINED BY FLORIDA COURT

Papers Carrying Court News Not Newspapers and Disqualified from Printing Legal Ads by Ruling

TAMPA, Fla., May 18.—The Florida Supreme Court has defined a "newspaper" in the sense of the statutory requirement that legal notices be published in a "newspaper of general circulation." The decision holds that papers published merely for the purpose of chronicling court news and printing legal advertisements, with circulation limited to a few persons specially interested in court records, is not a newspaper as required by the statute and, therefore, legal advertisements printed in such papers do not constitute legal notice by publication.

Copies of the decision were received in Tampa yesterday. The case came before the court on a mandamus proceeding, brought by the *Miami Daily Record,* to compel Circuit Judge Rose, of Dade county, to recognize the Record as a newspaper for the publication of legal notices.

The decision, by Justice Terrell, concurred in by Justices Ellis, Strum, Whitfield and Buford, says:

"Construing the term newspaper as used in our constructive service statute in the light of foregoing facts, we think it must have reference to some publication appearing at daily or weekly intervals, representing the news or happenings of local or foreign interest, or both, such as social, religious, political, moral, business, professional, editorial and other kindred subjects intended for the information of the general public.

"It would not only be unjust, but it would be contrary to the letter and spirit of law to recognize as a newspaper those publications designed for the benefit of any one class of the whole population, and that class a negligible percentage of the entire public."

The court finds that the Miami Daily Record has a circulation of less than 350, "that it is devoted to the particular purpose of disseminating information with reference to transactions in the courts of Dade county, property advertisements, directories of the court, current papers filed in the court house, and that the said Daily Record is published obviously for one class of people, which class comprises a small part of the entire population." It therefore holds that, "reporting little or no news in which the general public would be interested," the Daily Record "is not a newspaper in contemplation of our constructive service statute."

Tampa attorneys expressed the opinion yesterday that the decision applies equally to papers of this character printed in other cities. Two papers of this kind are published in Tampa. Attorneys say that unless the decision of the court is modified, it affects the validity of all legal notices heretofore printed in these papers. With limited circulation, this class of paper has been used largely for advertisement of divorce proceedings which the litigants desired to conceal from general public knowledge.

BOSTON GOLFERS ELECT

Daniel J. McGuiness of Boston Globe Heads Newspaper Group

Daniel J. McGuiness, of the *Boston Globe,* was elected president of the Newspapermen's Golf Association of Boston at the annual meeting held May 10 at the North Shore Golf and Tennis Club, Salem. Other officers elected were: first vice-president, Nick Flatley, *Boston American;* second vice-president, A. Linde Fowler, *Boston Transcript;* third vice-president, William E. Mullins, *Boston Herald;* secretary, Thomas B. Forsyth; treasurer, Henry T. Claus.

Members of the association were the guests of A. S. Brown, Jr., at luncheon at the club, after which the first golf tournament of the season was held.

Low advertising costs and high returns—

Sounds like the millennium, but in the Detroit market use of The Detroit News accomplishes this fact.

THE problem of sales and advertising managers is no different from that of the purchasing agent. Cost must be weighed against results and the medium that produces the most adequate returns at lowest per unit cost is the medium that should come first on your list.

In the Detroit market—a favorite one among sales and advertising executives because of its marked prosperity and buying power—you have one newspaper that thoroughly covers the local trading territory and covers it at one of the lowest milline rates available among metropolitan newspapers.

And The Detroit News consistently has been proven the most effective sales producer of all media in this field for any product depending on home reading for results. The Detroit News has on file letters from food producers, specialty manufacturers, sales agencies, advertising agencies and mail order houses congratulating it on the low cost results obtained from its advertising columns. Its great lineage record of 1926 when it again led the world in advertising is more evidence of its effectiveness. Employ The News to bring you results at low cost and to cover the Detroit market impressively and thoroughly.

The Detroit News has the greatest circulation in Michigan both weekdays and Sundays. During the six months, ending April 1st, The News made Detroit's greatest circulation gains.

The Detroit News

360,000 Sunday Circulation **The HOME newspaper** **330,000 Weekday Circulation**

PARIS WRITERS DEFEND INTERPRETIVE TREATMENT OF FOREIGN NEWS

Correspondents Must Explain Meaning of Events to Readers They Agree, Opposing Stand Taken by New York World Editorial

(*Special to* Editor & Publisher)

THE *New York World* editorial attempting to show the dangers of interpretive dispatches from China, reprinted in Editor & Publisher recently, has caused the veteran special correspondents of Paris, men who have covered for various metropolitan papers, world happenings of as serious portent as the present disturbances in China, to spring to the defense of their fellows.

They take instant exception to the attitude of the World editorial writer that the public must be warned against "sensational interpretations of events in China" and agree that it is the duty of the special correspondent to interpret and explain the news for the benefit of the readers of his paper.

They are supported in this contention by Laurence Hills, managing director of the *New York Herald* of Paris, whose interpretive dispatches to the Sun first attracted attention in connection with the meeting of the League of Nations Council at Geneva in 1919.

Wilbur Forrest, Paris correspondent for the Herald Tribune, who covered the Western front during the World War for that paper and earlier for a news agency, maintains that the special correspondent's task is largely interpretive and charges that the writer of the editorial "interprets the interpretations from China by ignoring the bulk of avowedly good ones and emphasizing the few which have not exactly pleased him."

Edwin James, head of the *New York Times* European bureau cites the case of an apparently favorable vote in the French Chamber of Deputies which, in reality may be nothing of the sort but have special significance because of the "abstention" of hundreds of Deputies, to support his contention that unless a special correspondent goes behind the news to explain its relation to and bearing on events, he falls short of his proper function.

"The readers of an American paper," Mr. James said, "have had neither the time nor the opportunity to study a situation which may arise in a foreign country. They must depend upon the special correspondent to tell them not only what is happening but what it means.

"There has never been any objection to the interpretive dispatches sent out by political correspondents in Washington to their papers all over the country and the duty of the special foreign correspondent to explain the events he witnesses should no more be questioned."

Henry Wales, Paris correspondent of the *Chicago Tribune*, believes that the portion of the China dispatch quoted in the World editorial goes beyond the function of a special correspondent but he also believes that it is an isolated case and cannot be used as a basis for argument.

"The line between interpretation and editorializing is not very clearly drawn," Mr. Wales continued, "but unless the special correspondent makes an honest effort to explain what he is writing about there is little reason for his existence."

Mr. Hills thinks that the writer of the editorial fails to distinguish between purely local news and the type of news handled by the special correspondent. He cites the dispatches sent to the old Dana Sun by H. R. Chamberlain and calls attention to the development of the special correspondent's work during the process of international readjustments since the World War.

Mr. Forrest, from years of experience as a special correspondent both at home and abroad, is more specific. "I think the writer of the editorial quoted in Editor & Publisher goes considerably out of his way to condemn interpretive news from special correspondents," he says.

"As I understand the function of the special correspondent, it is to be assigned to remote posts such as China, because of his knowledge and ability to analyze and interpret situations as they arise for readers of his newspaper.

"The reader is certainly interested in 'what does it all mean.' The press associations tell what it is. The special correspondent is only duplicating the agencies and is not doing his duty if he fails to tell both what it is and what it means.

"It becomes extremely easy for the comic columnist to sit in an easy chair in some large city and make quips out of the country exchanges. It is just as easy for an editorial writer in New York to sit back and interpret interpretations from China by ignoring the bulk of the avowedly good ones and emphasizing the few which have not exactly pleased him.

"If a special correspondent believes the Chinese are harming themselves by fighting one another, that is evidently an honest opinion which he is willing to express under his signature. He is on the spot, he evidently has reasons to believe it and the fact that he says so is not twaddle just because one individual sitting quietly in Park Row disagrees with him.

"If the correspondent is wrong and consistently so, his employer will not continue to employ him. Thus by virtue of a natural process of elimination, special correspondents, sent on long and expensive assignments, are not usually such incompetents as the writer of the editorial would apparently ask the public to believe.

"Moreover, the powers that be in Washington have duly qualified diplomatic representatives in China to interpret the news for them. They will hardly send an expeditionary force to China even if bidden to do so by a whole squad of special correspondents. But I must maintain that the special correspondent's task is interpretive."

JAPANESE NEWSPAPERS FIGHTING CENSORSHIP

Opposing Drastic New Publication Bill Which Prohibits Many Types of Stories—Called "Thoughtless Legislation"

Leading newspapers and news agencies in Japan are energetically organizing for more effective protest against the new Publication Bill which provides for drastic powers of censorship of the press, according to an International News Service dispatch.

The bill prohibits:

1. Matters derogatory to the dignity of the Imperial Family.
2. Matters intended to revolutionize the national organization.
3. Matters intended to revolutionize the general frame of the political system under the Constitution illegally or to negate the system of private property.
4. Matters calculated to prejudice the interests of the Empire with reference to military or diplomatic secrets.
5. Matters purporting to instigate or shield crimes, praise or sympathize with criminals in regard to criminal facts or praise or sympathize with or incriminate persons accused or suspected of crimes.
6. False or exaggerated paragraphs calculated to cause social unrest or to have serious effects on the maintenance of order.
7. Matters immoral, obscene, cruel, or otherwise calculated to prejudice good morals.

Representatives from leading Japanese newspapers and news agencies at a recent meeting passed a resolution characterizing the bill as "a most thoughtless piece of legislation which is not only anachronistic but calculated to put undue pressure on the organs of public opinion."

PLAN WHITMAN MEMORIAL

A number of prominent people of Brooklyn, N. Y., are proposing to have a memorial erected in Prospect Park, Brooklyn, to Walt Whitman, "the Good Gray Poet," made famous by "Leaves of Grass" which he began while working on the *Brooklyn Daily Eagle*, and the type for which he helped to set in a Brooklyn job printing office.

NEWSPAPER CLUB DINNER

Irvin S. Cobb, Robert H. Davis, Heywood Broun, Hendrick Van Loon, John McGraw and Rogers Hornsby were among the speakers at a dinner given at the Newspaper Club on Thursday night, to Denis Tilden Lynch, newly elected president, and William P. Beazell, retiring president. The speeches were broadcast over station WJZ.

Largest Newspaper West of Chicago

500,000 Copies DAILY

The KANSAS CITY STAR

OMAHA WORLD-HERALD

THE FIRST COMPLETE MONTH WITH BUT TWO NEWSPAPERS IN OMAHA—MARCH 1927

ADVERTISING SUMMARY (FIGURES IN LINES)

	World-Herald	Bee-News
Local Display	605,150	412,104
National Display	195,972	98,098
Automotive	58,842	29,204
Classified	200,872	74,564
Total Clean Paid Advertising	1,060,836	613,970
Medical	None	65,996
Total Paid Advertising	1,060,836	679,966

63.3%

Of the total clean paid advertising appearing in the Omaha Newspapers in March, 1927, was published by the World-Herald

NOTE:— During the major portion of the month the local advertising rates of the Bee-News were the same as the former old rates of the Bee alone.

THE OMAHA WORLD-HERALD

Circulation, March, 1927, 114,900 DAILY—117,920 SUNDAY

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Certified Stereotyping is Simplified Stereotyping

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue New York, N.Y.

For wet mat printing with DRY MAT facility — use CERTIFIEDS

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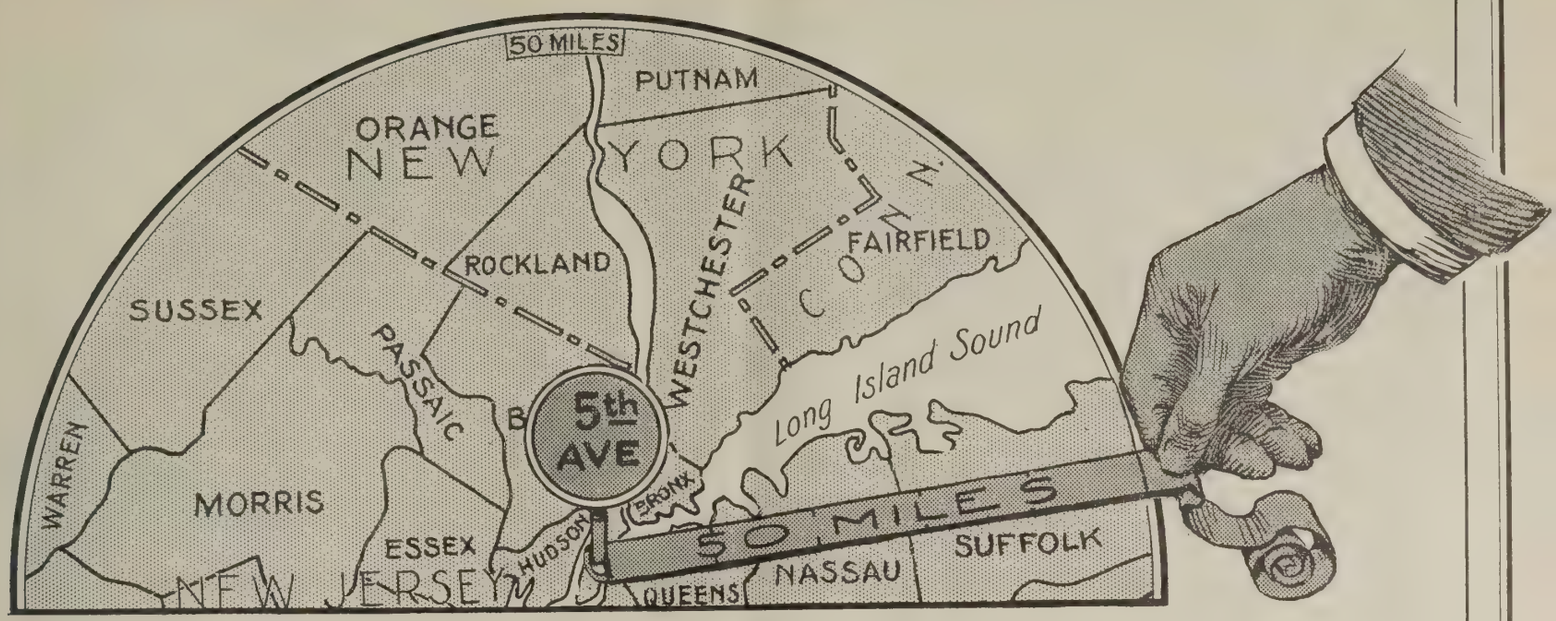
WHITE FIRE

The Love Story of a Staid, Middle-Aged Lawyer Whirled into the Colorful Theatrical Life of New York.

"I believe you will be interested in learning that our current daily serial, WHITE FIRE, is, with possibly one or two exceptions, attracting more favorable attention than anything in the fiction line we have run in years—and for eight years we've never put an edition to press without an installment of fiction."—Dayton Daily News.

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.



Within 50 Miles of Fifth Avenue—

it ***costs less per thousand copies*** to reach high quality readers through the advertising columns of The New York Times than through any other New York morning newspaper.

Advertisers in The Times reach ***a greater number*** of readers of high quality in the New York market than through any other newspaper, morning or evening.

The Times has a greater sale in the New York market daily than the total sale of any other newspaper of quality circulation.

Average daily net paid sale 370,000 copies.
Sundays greatly in excess of 650,000.

All advertising subject to censorship.

The New York Times.

MESSAGE FLASHED FROM COLUMBIA, MO., CIRCLES GLOBE IN EIGHT MINUTES

New Speed Record Established by United Press Say Wire Officials—Stunt Staged for Editors Attending Journalism Week Banquet—Ships at Sea Report

WHAT is believed to be a new communications speed record was set at the University of Missouri, Columbia, Mo., Friday night, May 13, when a United Press message was sent around the world and back to its point of origin in eight minutes. Another message was sent around South America and back in seven minutes.

The speed demonstrations were staged at the annual Journalism Week banquet, attended by more than 400 editors and students. In addition to the two foregoing stunts, the U. P. put those assembled at the banquet in contact with more than 100 ships at sea.

The demonstrations were made directly from the banquet hall, with two United Press leased wires operating into the room, connecting the diners with the New York news room of the United Press and with the Radio Corporation of America, which cooperated in the ships' reports feature of the program.

Dean Walter Williams of the School of Journalism presided. The United Press was represented by President Karl A. Bickel, by James I. Miller, vice-president and South American manager, and by Ralph H. Turner, assistant general news manager, who earlier in the day had been elected president of the Alumni Association of the University of Missouri School of Journalism.

The first announcement by Dean Williams, a few minutes after the diners were seated, was that the United Press would send a cablegram around South America against time, in a demonstration of rapid news communication. At 7:14 p. m. the following message was handed to United Press Operator Joseph Frayne:

"Unipress Around South America greets Missouri. (signed) Turner."

Over the United Press wire to New York the message sped, and in New York a relay operator of the All America Cables was awaiting it. The message was flashed to Lima, thence to Buenos Aires and Rio de Janeiro by All America Cables, and from Rio back to New York by Western Union, and then over United Press wires again to Columbia.

At 7:21 p. m., while Dean Williams was still speaking in explanation of the demonstration, the cablegram arrived back in the banquet hall, bearing the signatures, besides that of Turner, of Easterling in New York, Riley in Lima, Haas in Buenos Aires, Rodgers in Rio de Janeiro and Jones in New York. The All America Cables reported that the transmission time from New York to Lima was 30 seconds.

Immediately afterward the around-the-world message was dispatched over the leased wire. It was flashed from New York to London by Commercial Cable, and in London was transferred to the Great Northern Telegraph Company for transmission over the trans-Siberian telegraph route to Vladivostok and Shanghai, thence by Pacific Commercial cables to San Francisco, and by United Press wires from San Francisco via Denver to New York and back again to Columbia.

This message read: "Unipress around world greets Missouri."

In just eight minutes the globe-circling cablegram was back in the banquet hall bearing the signatures of Wilson, New York; Keen, London; Gould, Shanghai; Marshall, San Francisco; Funkhouser, Denver; and Parry, New York.

There is no known record of a message circling the globe in such a short time as eight minutes, and the United Press demonstration is generally regarded among cable men and news service officials as establishing a record.

"Visible relays" had been set up at all the cable and telegraph relay points to facilitate the handling of the message. At each station where the message had to pass through human hands, when the receiving operator started to copy it, a sending operator started immediately sending the message on to the next station, reading it over the shoulder of the receiver.

The around-the-world message left Columbia at 7:25 p. m., and was back from its long trip at 7:33 p. m. It arrived in Shanghai, cable companies reported, at 9:30 a. m. Saturday. Thus the message actually passed from Friday night into Saturday and back into Friday night again.

With their dessert the diners were treated to reports from ships at sea.

At 8:42 p. m. Operator Frayne dispatched a message for radio transmission to ships at sea, asking each to report its position in miles from New York or San Francisco for the benefit of the editors at the meeting. The message was sent directly to the marine room of the Radio Corporation of America in New York, and from there relayed to wireless stations at Chatham and Tuckerton on the Atlantic coast and Bolinas, Cal., on the Pacific. Radio operators at those points were awaiting the message, and within a few minutes ship reports began rolling into the banquet room in Columbia.

The steamer Conte Rosso, 1,440 miles east of New York was first to report. The Leviathan, the Aquitania, the Orbita and scores of smaller ships reported their positions within a few minutes. The Broad Arrow, 3,816 miles west of San Francisco was probably the farthest-distant ship "spoken" in this demonstration. Within 20 minutes more than 100 such reports had been received by the Radio Corporation. Of these more than 40 were read to the assembled diners by Dean Williams.

The United Press night banquet was held in Columbia's Knights of Columbus hall, and was attended by approximately 600 people.

In his address to the Missouri editors, President Karl A. Bickel of the United Press complimented the University of Missouri school of Journalism upon the character of its graduates.

"Missouri men," he said, "are to be found throughout our entire organization. Missouri men have made good with the United Press. A man who comes to us with the 'O. K.' of the University of Missouri comes on the basis of a preferred applicant. We know that he comes to us with an imbedded ideal of work and service, and that is a very great asset indeed."

In reviewing briefly the history of the United Press, Bickel said:

"We are a young organization. We are going to stay young. We know full well the value of the shining ideals and the fresh and unburnt enthusiasm of youth, soundly trained and solidly developed."

TABLOID IN DULUTH

Examiner, Weekly, Will Be Delivered Free First Two Months

The *Duluth Examiner*, a weekly tabloid, was launched Friday, by the Examiner Company headed by Harry Cohen, former news editor of the *Duluth News Tribune*.

The paper will "tell the news in pictures" according to Mr. Cohen, and will average 16 pages. He declares the venture has the support of the local stores.

The paper will be delivered free by carriers to every home in Duluth for a period of two months, the publisher said. Subscriptions will be solicited during that period.

WINS LIBEL VERDICT

Jury Awards $500 to Insurance Man in $15,000 Action Against Daily

A verdict for Frederick S. Coates of Worcester for $500 against the *Worcester* (Mass.) *Telegram* for libel was returned May 18 by a jury in superior civil court before Judge Donahue.

The plaintiff had sued for $15,000, charging that the Telegram wrote a letter to his employers, the North American Accident Insurance Company in which he was libeled. The insurance company was furnishing policies for subscription campaign work and difficulties arose over the delivery of certain policies and the collection of money.

In a $15,000 suit against Edward D. Dolhenty, circulation manager of the Telegram, the jury found for the defendant.

SUPREMACY IN building circulation!

A SUBSTANTIAL, bona-fide increase of thousands in circulation—all NEW subscriptions, all PREPAID, and all secured within ten weeks' time, will solve a publisher's most pressing problem ninety per cent of the time. Increased circulation, increased linage, increased revenue! The HOLLISTER CIRCULATION ORGANIZATION has clearly proven itself the world's greatest and most efficient circulation builder, with successful campaigns on such newspapers as The Philadelphia Inquirer, The Cleveland Plain Dealer, The Memphis Commercial Appeal, and many others to attest its supremacy. Until June 1, address care THE CHICAGO HERALD & EXAMINER.

HOLLISTER'S Circulation Organization

Home Ad.: 717-8 Commercial Exch. Bldg., Los Angeles

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TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, RICHMOND, ATLANTA, BUFFALO, PITTSBURGH, CLEVELAND, DETROIT, CHICAGO, CINCINNATI, ST. LOUIS, MILWAUKEE, MINNEAPOLIS, KANSAS CITY, DES MOINES, DENVER, LOS ANGELES, SAN FRANCISCO, PORTLAND, SPOKANE, WINNIPEG

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Dry Mat Experts

constantly comb the country making WOOD DRY MAT installations and rendering, gratis, assistance to our old customers.

This dependable service and our prompt shipments make it safe and easy to go to WOOD DRY MATS.

Wood Flong Corporation

Stillwater, New York

NUMBER SEVEN OF A SERIES

THE DISTINGUISHED NEWSPAPER

TRADE LINOTYPE MARK

Getting Away from an "Empty Custom"

Of the host of newspapers published today, only a few are known and bought for their editorial columns. The editorial page, once a revered institution, has dwindled in importance until, in the opinion of one authority, it is very often maintained as an "empty custom."

The blame cannot be laid upon the editorials, for we are not without our Greeleys, Godkins and Danas. The change has come about in readers. We have developed into a race of headline-scanners, and take time to read only those paragraphs whose heads tell us that below is something of definite interest.

This fact is recognized by The Distinguished Newspaper. Accordingly it dresses its editorial page in a fashion to attract the modern reader, a fashion in distinct contrast to that employed by its contemporary, the ordinary newspaper.

The editorial pages of the two are visualized on the following spread, that of The Distinguished Newspaper pre-eminent in appearance and certain of attention—qualities it has taken unto itself through the adoption of Linotype Typography.

MERGENTHALER LINOTYPE CO., BROOKLYN, N. Y.

LINOTYPED IN THE GARAMOND SERIES

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THE ORDINARY NEWSPAPER

PUBLISHED EVERY AFTERNOON, EXCEPT SUNDAY, BY

THE ORDINARY PUBLISHING COMPANY

OFFICE, 100 MAIN STREET, ANYWHERE, U. S. A.

The masthead may be considered in the same light as a business card. It can leave a favorable impression, or, as is likely with a masthead like this, leave no impression at all.

SUBSCRIPTION RATES

DAILY, per year	$6.00
DAILY, per month	.50

BY MAIL, OUTSIDE OF SMITH COUNTY

DAILY, per year	$7.00
DAILY, per month	.60

APRIL 1, 1927

WHY EDITORIALS ARE NOT READ

Grant Milnor Hyde, in his authoritative work, "Newspaper Editing," says, "The old-time American newspaper featured its editorials and gave them at least a page. Now, however, editorials have generally lost much of their prestige and in many papers are being maintained as an empty custom." To be sure, our day sees few occasions for such editorials as Greeley's masterpiece, "The Prayer of Twenty Millions." In many ways these times are not as stirring as some that have gone before; there are not the crises that urged on and distinguished the efforts of the editors who loom in history. Nevertheless, every circling of the clock's hands sees the writing and the publishing of any number of well-written, powerful editorials. Good editorials are more numerous than ever. The real difficulty lies in the comparative scarcity of editorial readers. Mr. Hyde, in supporting his indictment of the present-day press, employs a sentence which gives at once both the reason and the remedy for the current situation. He points out that "as the editorial page has shrunk into a column or two, it has become a problem of make-up." Editorials are not read because, in the rush to display news heads and advertising, the editorial page has been overlooked; because it is too broken up and its contents either over-displayed or under-displayed and hard to read. In short, editorials are not read because so many editorial pages look like this one.

HOW WIDE IS A COLUMN?

Here is another poser to be classed along with those familiar queries about Ann's age and the chicken that crossed the road. The width of a news column is determined with comparative ease. Precedent, born of practical usage, gives the news column a measurement ranging from twelve to thirteen picas, but the span of an editorial column is not so readily set. It is generally conceded that editorials should be set wider than news. At the same time it is impossible to say arbitrarily that they should not be set double-width or that they should be set to some measure between single and double column. The factor to finally decide the point is the size of the type to be employed in their composition. A safe rule is the use of a type whose point size is over half the pica width of the column; or again, that the pica width of the column should be not more than twice the point size of the type. Thus this eight point type makes difficult reading because it is set twenty-five and a half picas wide, rather than because it is eight point type. Set in a column sixteen picas, or less, in width, this face would be considerably more legible. Applying the rule to the column width, twenty-five and one-half picas, indicates that the use of a twelve point face, or larger, is essential to readability. The question, "How wide is a column?" may be answerd by another—"How large is the type it will carry?"

Editorial paragraphs can be deprived of their interest if they are set in small type on a wide line.

Particularly if they do not reach across the column.

A POEM FOR TODAY

Poetry is not difficult to set if some thought
Is given to its arrangement in connection with the
space it will occupy.
It should be composed in a thoroughly legible type
On a line that is not too wide in relation to the
type size.

Next in importance is the question of leading,
For poetry, which depends upon the line for its
measured effects,
Should be easily read in the manner intended,
And not made difficult to read as is the case with
these two stanzas.

—Anonymous—

Our City Day by Day

Again we turn to Grant Milnor Hyde's valuable book, "Newspaper Editing." There, in a discussion of editorial pages, he has this to say:

"Very often the page deteriorates into a dead wood section which is devoted to space fillers, and no one is expected to read it. The development of features that make it as interesting as the rest of the paper is an indication of great enterprise. Certain newspapers have demonstrated that careful make-up and some consideration for content will make their editorial pages very valuable features."

It is apparent that the author ranks make-up as more important than content in its contribution toward the improvement of the editorial page. This point of view in no way detracts from the importance of the page's content. Instead, it emphasizes the value of good typography and pleasing arrangement. No matter how trenchant an editorial, nor how interesting a feature, its effect is entirely lost if it is not presented to the reader in inviting fashion, if it does not appeal to him as being easy to read and worth the reading.

The newspaper that fails to make its editorial page as attractive as possible not only loses its investment in the features it carries. It invites classification as an ordinary newspaper.

Daily Editorial

THE SALT OF THE EARTH

By Dr. John Doe

If a newspaper has a mission in this world, it must be one thing—it must be read. The day of boiler plate and filler is pretty well past. In its place has come a time when circulation is gained only through service, and advertising is gained only through circulation to satisfied readers. Competition has brought about a "buyer's market," where the successful traders are those publishers who get their papers read.

The situation necessarily demands a consideration of the public's reading habits, and even a cursory investigation will disclose the fact that the average reader, so called, is a casual reader rather than a thoughtful one. The man who will wade through an unattractive newspaper is growing more rare each day. He has given way to the headline reader, the man who determines from a glance at an item's heading, whether or not he will delve into the matter that follows. This is a circumstance which elevates the heading to high importance. If the heading is attractive, he will read it, and if it is interesting, he will read on. If the heading is unattractive, he is not likely to read it at all.

The headings on this page are candidates for the latter class. Most of them are in caps and hard to read. Those over the editorials fail to stand out from the body matter as they should; the others provide a rude contrast, a boldness likely to be offensive. The boxes set around them can scarcely be termed decorative or attractive. Certainly they contribute little to the page but blackness and, if anything, render it more difficult to read than ever.

This page, as a whole, can hardly be called pleasing. The wide, unbroken editorial column and the black feature heads and advertisement, give the effect of a page divided in two. This situation shows the result of careless make-up and what is likely to happen when the make-up man considers the editorial page as so much space to be filled, no matter how.

READERS' LETTERS

Sir:

A letter from a reader is evidence that he is sufficiently interested in a paper or its viewpoint, to take the time to comment upon its policy or content. An interest thus awakened is lost if the letter is used as a filler and stuck in some corner only because the make-up man finds a gap in the column. Undoubtedly others are interested in the same subject, and if properly handled, these letters can be developed into a feature as valuable as any other on the editorial page.

A Constant Reader.

ADVERTISEMENTS

DO NOT BELONG ON THE EDITORIAL PAGE

The columns of the editorial page should be reserved for an intimate contact between the editor and his readers. Advertising on the editorial page reacts against such a contact and decreases the page's appeal. Advertisements on the editorial page characterize

THE ORDINARY NEWSPAPER

THE Distinguished Newspaper

PUBLISHED EVERY DAY, except Sunday, by The Distinguished Newspaper, Inc., from its office at 100 Newspaper Square, Anywhere, U. S. A.

THE DISTINGUISHED NEWSPAPER employs a masthead that gives all essential information, set in a readable style in keeping with the balance of the editorial page. It leaves a favorable, lasting impression.

SUBSCRIPTION RATES are as follows: By the year, $6.00; by the month, 50 cents. By mail, outside of Smith County, Per year, $7.00, per month, 60 cents.

FRIDAY, APRIL 1, 1927

Emancipating the Editorial

Consider the editorial. In its initial element it one man's idea, a vague chimera. Built into ords the idea becomes intelligible to other men, nd acquires an incalculable power, for ideas are ne mainspring of all mankind.

Unfortunately, however, the average editorial a Hercules in irons, a great force fettered by a ck of readers. Only when it is read does the litorial attain toward its potential strength.

"Of the requirements that an editorial should be seen, read, believed and acted upon, the first nd second are, to a great extent, matters of typography." Thus Leon Nelson Flint, in his book, The Editorial," phrases the realization that uides THE DISTINGUISHED NEWSPAPER in its fort to permit its editorials the achievement of eir full power. On this page the phrase is transted into practice. The result is a telling exposion of typography and make-up aiding in the nancipation of the editorial.

When the Type Fits the Column

IN THE DISTINGUISHED NEWSPAPER, the type ze and column width go hand in hand. But ree columns bloom where four bloomed before, is true, though what appears to be a loss is in ality a gain. The re-arrangement permits the e of a larger, more legible type, and gives it a ne length of suitable proportion. The combinaon is a happy one, for, by the simple expedient making reading easier, it makes more readers.

The Typography of This Page

The masthead above is set in fourteen and thirty- point Narciss and eight point Garamond; the itorials in ten point Garamond on an eleven int body. The same face is used for the poetry, hile feature text is composed in seven point nic No. 5 on a nine point body. Boxed heads e in thirty point Garamond with the exception "A Daily Editorial," set in twenty-four and ghteen point Garamond. The italic headings are twelve to eighteen point Garamond.

The editorial paragraph takes on added forcelness when set in type of this size in a column this width.

Even the very short sentence can hold its own.

Along Highway and Byway

Grant Milnor Hyde is a handy authority. His book, "Newspaper Editing," is replete with sidelights of the reader, views that may be had from the editorial desk.

For instance, there is Mr. Hyde's comment upon the habits of the modern reader and the efforts of the up-to-date newspaper to conform to them. He says, "Ease of reading has become so important that 'Easy to Read' has already appeared as a newspaper slogan. All but the most conservative of journals have accepted the idea that their pages must be easy to read. In making this decision they acknowledge that they are catering to the casual reader rather than the thoughtful reader. They are admitting that the man who will wade through an unattractive newspaper is fast becoming extinct. Some of them are forgetting this rare creature entirely and catering to the casual reader; others are trying to reach both.

"When the latter ideal prevails it is not a matter of news, but a matter of type and display, a matter of putting the words in the most attractive, legible form."

Needless to say, "the latter ideal" is prominent among the policies of THE DISTINGUISHED NEWSPAPER. While its contemporary, The Ordinary Newspaper, has appealed to the thoughtful reader with a gray, monotonous make-up, or, again, to the casual reader in black, screaming heads, THE DISTINGUISHED NEWSPAPER has steered a middle course, knowing that from there it could reach the readers of both types and thus enlarge its power, its service and its profits.

The policy of "putting words in the most attractive legible form" is applied to the editorial page with particular vigor. The publishers of THE DISTINGUISHED NEWSPAPER realize the opportunity the editorial page gives them to reach the reader — casual or thoughtful — on both his plane and their own, appreciate the fact that while the features may interest him, he is capable of being moved by the editorials.

It is for this reason that the editorial heads are displayed, and the editorials themselves are set in larger type. It accounts for the leading of the feature copy, and the displayed heads over it. Above all, it explains the care taken to see that all of these were made up into an attractive, pleasing page — a page to appeal to all classes of readers and to please them.

And in the last analysis, it is the readers who make THE DISTINGUISHED NEWSPAPER. Their interest builds circulation, and a circulation among interested, satisfied readers increases the desirability of the publication as an advertising medium. Thus the whole welfare of the paper devolves upon the reader, an excellent reason for making reading easy.

Today's Poetry

The Whirring Presses

Contrast the form in which these lines
are set
With that upon the opposite page and see
how much
Is gained by using just a little larger
type size,
And putting ample space between the
lines as well.

Even when the lines are long, and
each one turns,
A deep indention helps the reading
of the poem
And adds to its appearance in the
column, too,
Which makes a little effort with it
well worth while.

—ANONYMOUS

Readers' Views

Heading the Reader's Letter

To the Distinguished Newspaper:

There is abundant reason for heading each letter from a reader in the same fashion that an editorial or any other feature is headed. In the first place it impresses the person who wrote it and leaves him kindly disposed toward the paper for its seeming attachment of importance to his words. Then again the plan takes into consideration the habits of readers, and presents the subject of the letter in a few words, so that they may read it or not, as they wish.

Communications from readers are usually kindred to the topics of the day, and because of this, have a wide general interest. The Distinguished Newspaper capitalizes the possibilities of the letters when it treats them as a readable and valuable feature.

A CONSTANT READER,

Anywhere, U.S.A., March 31, 1927

A Daily Editorial
By Dr. John Doe

The Salt of the Earth

Comparisons may not always be odious, as the adage would have it, but there are times when they are quite unnecessary. The feature headings on this page offer an example.

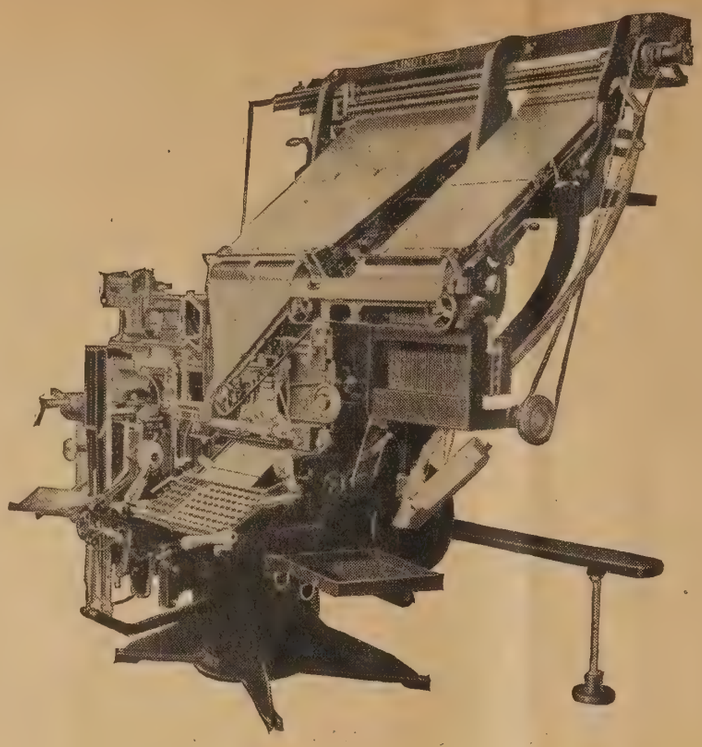
To say they are different would be very similar to saying, "There is the sun." It would be pointing out the obvious. However, a consideration of the advantages gained by THE DISTINGUISHED NEWSPAPER in the use of these heads should not be out of place.

First is the matter of uniformity of style. This is maintained not only because it enables the reader to immediately distinguish the features, but because of mechanical economies which follow its adoption.

In selecting the type to be used, legibility was the first consideration, and after that attention was given to the tone or "color" of the face to avoid either over-boldness or weakness. When the selection advanced to the point of choosing type sizes, care was taken to prevent spottiness, at the same time allowance was being made for word lengths.

The question of color and insurance against spottiness were also factors in the selection of the border enclosing the feature heads. The danger of over-ornamentation was obviated by the choice of a comparatively simple border harmonizing with the tone of the type.

All feature headings, it will be noticed, are so composed as to be usable from day to day. Where the feature title is subject to change, the title is carried in a single line outside the box, a plan which makes for economical composition, speedy make-up, and attractive appearance.



When Attractive Typography Shows Two Profits

The increased attractiveness of The Distinguished Newspaper does not involve a greatly increased expense when it is set the Linotype way. To the contrary, attention-getting faces on Linotype matrices and rapid, easily made-up Linotype composition effect a considerable saving over ordinary, inefficient production methods.

Applied to the editorial page, these economies make possible the conversion of what may be an "empty custom" into a valuable, circulation-building feature. Employed thus, Linotype methods become doubly profitable for the publisher adopting them.

The Garamond Series

TRADE LINOTYPE MARK

36 Point (36△93)

Along high

30 Point (30△165)

Along highwa

30 Point Italic (30△167)

Along highwa

24 Point (24△227)

Along highway a

24 Point Italic (24△229)

Along highway a

18 Point (18△265)

Along highway and by

18 Point Italic (18△269)

Along highway and by

14 Point (14△156)

Along highway and byway

Along highway and byway

12 Point (12△278)

Along highway and byway wit

Along highway and byway wit

10 Point (10△304)

Along highway and byway with repo

Along highway and byway with repo

8 Point (8△372)

Along highway and byway with reporter and c

Along highway and byway with reporter and c

6 Point (6△274)

Along highway and byway with reporter and cameram

Along highway and byway with reporter and cameram

Swash Characters

A B C D E G L M N
P R T Y &

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

MONTH'S NEWSPAPER SALES INVOLVE MILLIONS

(*Continued from page 3*)

'eres, B. L. Mallory and Capt. Fauntle-oy.

The new owners assumed charge of the roperty at once. Their new company has 50,000 shares of no par value common tock, and 60,000 shares of 7 per cent umulative preferred stock valued at $100 er share, of which 20,000 shares have een issued. The company is also issuing 2,500,000 in 15-year sinking fund gold ebenture bonds, bearing 6½ per cent in-erest. These bonds were sold at whole-ale last week at 97 and were put on the etail market Monday at 100 and interest. t is understood the issue was oversub-cribed when offered to underwriters.

Mr. Caldwell, who has been directing he financing, at 37 years of age, is one of he leading capitalists of the South. Within recent months he has purchased he Missouri Life Insurance Company, vith assets of $70,000,000; the Inter-Southern Company of Louisville, the Cot-on States Company of Memphis and the Southern Surety Company, of Des Moines. The investment income of these companies is estimated at between $2,500,-000 and $3,000,000 a month.

Mr. Caldwell's financial genius was well demonstrated in the Commercial-Appeal purchase. He gave the stockholders $700 a share, a total of $4,200,000, less the real estate, which was appraised at $587,337. The total purchase price was therefore $3,612,663. The sale of $2,500,000 worth of bonds at $2,425,000 brought down the cash needed to complete the transaction to $1,187,663. If the 20,000 shares of 7 per cent preferred stock are sold to under-writers at as low as 95, their proceeds will total $1,900,000, which will wipe out the purchase price and leave $712,337 to be added to the $822,551.64 surplus the new company acquired from the Commer-cial Publishing Company. By his plan, Mr. Caldwell and his associates purchase the two papers with money received from the sale of bonds and preferred stock, and can control the company by purchasing at a nominal sum the no par value common stock.

The present home of the Commercial Appeal and Evening Appeal will be leased for two years from the old stockholders. In the meantime the new company is expected to erect a larger plant on Front street, which will provide railroad track-age that the paper now lacks.

In the contract of sale, it was specified that the new owners shall pay Walker Hays, business manager of the Commer-cial Appeal for many years, a salary of $500 a month during his lifetime. Hays retired recently after devoting much of his life to building up the paper.

Much of the newspaper's greatness was due to the administrative, organizing and editorial genius of the late C. P. J. Mooney, its managing editor for more than 20 years at the time of his death. He took control of the paper shortly after the merger of the old *Avalanche* and *Ap-peal* as the Morning Commercial Appeal and developed it steadily until it stood in the front rank of Southern newspapers in circulation, and among national leaders in reputation and advertising patronage.

Mr. Mooney died of apoplexy a few months ago, the stroke being attributed to the overwork and strain of launching the new Evening Appeal after the Memphis Press and Memphis News-Scimitar were consolidated by Scripps-Howard. His work was immediately assumed by his lieutenants and associates, Capt. Faunt-leroy taking charge of the Commercial Appeal and George Morris, who had been appointed by Mr. Mooney just before the end, directed the organization of the new evening edition.

The papers will be represented in the National field by the John M. Branham Company, New York and Chicago.

Sale of the Springfield (Mo.) Leader was announced May 13 by H. S. Jewell, for 32 years its owner and publisher. The purchaser was Stuart Olivier of Balti-more, who will have associated with him as resident general manager of the property, Gilbert N. Gunderson. The price was not disclosed, but is understood to be in the neighborhood of $750,000. Ownership of the Leader building is re-tained by Mr. Jewell.

The Leader has a circulation of more than 25,000 and holds the unusual record of being delivered into more than 13,000 of the 13,404 homes in the city. Its out-side circulation in the Ozark section of the state about equals the city circulation, It is an evening paper with a Sunday morning edition.

Mr. Olivier announced that positively no changes were contemplated in any de-partment of the paper. R. L. Kennedy will continue as editor, F. M. Sullivan as managing editor and Paul Page as city editor. No changes will be made in typog-raphy or general make-up of the paper, except for the addition of new features from time to time.

Mr. Olivier for more than 15 years was general manager of the Baltimore News and later was associated with the late Frank A. Munsey in the management of the *New York Sun* and *New York Telegram*. He is regarded as a conserva-tive newspaper manager.

Mr. Gunderson began his newspaper career in Montana, later moving to St. Paul and Minneapolis. He joined Mr. Olivier in Baltimore in 1920 and later was associated with him in New York. About a year ago Mr. Gunderson purchased the *Pekin* (Ill.) *Times*, disposing of it recent-ly in order to rejoin Mr. Olivier at Springfield.

Negotiations for the sale of the Spring-field paper were conducted by Harwell & Cannon, of New York.

After 40 years of association with the *Canton Repository*, for 20 years of which he has been president, publisher and principal owner, George B. Frease re-tired May 18 from active management. Stock control of the paper was consoli-dated with the Brush-Moore newspapers owned by Louis H. Brush of Salem, William M. Vodrey of East Liverpool and Roy D. Moore of Marion. Stock-holders of the Repository acquire a sub-stantial interest in the Brush-Moore Company. Mr. Frease is president and general manager of the Frease Realty Company.

The transaction was consummated af-ter Mr. Frease and his associates had made a comprehensive and careful study of the policies, character and manage-ment of the Brush-Moore newspaper properties, which include the *Marion Star*, formerly owned by the late Presi-dent Harding; *Salem News*, *East Liver-pool Review-Tribune*, and *Steubenville Herald-Star*. No consideration was made public.

General headquarters of the publishing company will be located in Canton and Mr. Moore, who becomes general man-ager of the Repository and the allied newspapers, will make his home there. Mr. Brush is president of the Brush-Moore Company, Mr. Vodrey is secretary and treasurer, and Mr. Frease will be-come a member of the board of directors. No changes in policy or organization are contemplated.

Mr. Frease took over the management of the Repository in 1893, several years after the paper had been incorporated by President William McKinley as ad-ministrator of the estate of Thomas W. Saxton.

Palmer DeWitt & Palmer, of New York, assisted in the negotiations.

Frank E. Gannett of Rochester, N. Y., president of the Gannett group of news-papers, in association with Frederick H. Keefe, general manager of the *New-burgh* (N. Y.) *News*, this week pur-chased the *Beacon* (N. Y.) *Herald*.

This newspaper was founded about 20 years ago by George F. Donohue of Beacon. He died about 10 years ago and the paper since had been managed by his widow. Mrs. Donohue is an invalid and confined to her home.

The price mentioned in unconfirmed reports is $40,000.



Roy D. Moore and Louis H. Brush add *Canton Repository* to their prosperous and growing Ohio group

FIGURES IN WEEK'S NEWSPAPER SALES



F. E. Gannett



F. H. Keefe



Stuart Olivier



G. N. Gunderson

I. C. M. A. LISTS BEST ROUTES TO ATLANTA

Annual Convention of Circulation Managers Scheduled for June 21-23 and Timetables Are Studied by Transportation Committee

Various routes available for eastern delegates expecting to attend the annual convention of the International Circula-tion Managers Association in Atlanta, June 21-23, were announced this week by James McKernan, member of the trans-portation committee as follows:

On the railroad leaving from New York, delegates have the choice of the Southern Railway System and the Sea-board Air Line. On the Southern Rail-way System, the Cresent Limited leaves the Pennsylvania Station, New York, at 7:40 P. M. Daylight Saving Time, the distance to be made in about 23 hours. An extra fare of $4.00 is charged on this train in addition to the regular fare which is $31.11, lower berth on Pullman $9.75.

There is also another train on this system, leaving New York at 4:40 P. M. daylight saving time arriving at Atlanta at 3:55 P. M., on which no extra fare is charged. The one way rate to At-lanta, $31.11 plus Pullman, $9.75, mak-ing a total rate one way $40.86.

Those members who travel by this or any other railway system should notify the agent when buying their tickets that they are attending the I. C. M. A. Con-vention and ask for a certificate, and if they return by the same road they will be granted one half rate on the certificate plan. This also applies to reservations from all points. This would make the rate returning $15.56 instead of $31.11. On the round trip rate $46.67 instead of $62.22. Those who intend to travel on this route should make their reserva-tions at once, address P. A. Schumpert, 152 West 42nd street, New York.

On the Seaboard Air Line a train leaves the Pennsylvania Station at 12:10 noon, daylight saving time, arriving in Atlanta at 4:10 the next afternoon. There is another train leaving at 12:30 mid-night arriving in Atlanta at 6:40 A. M. the second morning. The fare one way is $31.11, lower berth $9.75. The re-duced rate on the certificate plan is also available on this road. Those who de-sire to use this road should notify J. J. Hassett, passenger agent, 142 West 42nd street, New York, at once.

On the Savannah Steamship Line boat leaves Pier 52, North River, New York, at 3 P. M. daylight saving time, Friday, June 17, arriving in Savannah at 6 A. M., Monday, June 20. The train leaving Savannah for Atlanta at 7:40 A. M. arrives in Atlanta at 3:35 P. M. First class one way fare on the boat from New York to Atlanta is $32.79. This includes meals and stateroom accommodations aboard ship when at sea.

Passenger and baggage transfer at Savannah, also train transportation be-tween Savannah and Atlanta with the ex-ception of the Pullman accommodations is $1.80 for seat in Parlor car.

If you intend going by boat write J. M. Egan, Pier 50, North River, New York, at once for reservations. The rate on the boat from New York to At-lanta is $32.79, from Boston to Atlanta $39.06.

VERO BEACH MERGER

The *Vero Beach* (Fla.) *Daily Press* was recently taken over by the *Vero Beach Journal*, and consolidated with that paper as the *Press-Journal*, a twice-a-week publication. J. F. Schumann is ed-itor of the combined papers and J. J. Schumann business manager.

TABLOID SECTIONS DROPPED

The tabloid style of Sunday magazine section has been abandoned by the news-papers affiliated with the News League, owned by former Gov. James M. Cox, of Ohio, the new type magazine section con-forming in size with the remainder of the paper.

KEY TO CONSUMER BUYING ABILITY

Statistical Rating of Counties and Cities for Products of General Appeal, Graded in Six Major Classes of Quality and Cost—An Original, Simplified and Tested Formula from Basic Data

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By NELSON H. SEUBERT

ONE of the most difficult problems as well as one of the most debated subjects that a manufacturer or distributor has to contend with is that of Buying Power for his class of products in various territories. When he has checked off every element that seems to affect this or that territory, his salesmen will give him a dozen more which he hasn't taken into consideration. Again he may be using one of the general indexes of buying power as a guide to the market for his product (let us say laundry soap), and he finds his neighbor manufacturer is also using this same index as a guide to the buying power for expensive period furniture. One of them is obviously wrong. Maybe both.

But when all the elements which have been frequently used in constructing indexes to buying power have been named over—manufactured wealth; farm values; number of retail outlets, etc.—two basic elements stand out as of prime consideration. They are population and income. Given the human animal in great enough density in a certain community with money above the average, and you have a buying power in that community which must be reckoned with for a large number of products.

A study of these two elements properly related will give a close approximation of the potential worth or buying power of any community for products of mass appeal.

Certain products common to the needs or desires of practically all human beings and within the humblest means already flow very evenly over the country practically paralleling the percentage distribution of population. Other products, because they are very much in the desires of everyone, would have a similar even flow to all territories if everybody were equally prosperous.

However, people and money are not distributed evenly or anything like it. In some communities even though the people may be plentiful, the lack of education, lack of transportation, the lazy climate, may express itself in low income and while such a community might be an average one for the consumption of low priced necessities (the common wants of everyone), it would not be worth much as a market for fancy priced luxuries.

How then can these two known prime elements be related to give at least a working outline for the various classes of buying power of communities?

An arbitrary weighting which checks fairly accurately is given to the various classes as follows: In Class I, the class for cheap necessities and bulk staples, percentage distribution of population counts 90 per cent and percentage distribution of income 10 per cent because no matter how much of a necessity an article may be, the money available for buying will have an influence and should be set over against the population figures. For brevity's sake "percentage of population distribution" will hereafter be referred to as "Population" and "percentage of income distribution" as "Income." In the same way quality, high priced luxuries and non-staples of mass appeal should come somewhere near following the figures under Class V because that is a weighting

(*Continued on page 26*)

HOW TO USE THIS CHART

THE first step is to determine as accurately as possible which of the six classifications best fits your product. The figures under this class in the chart are the only ones that you use. When this is determined, comparison can be made between the buying power of any city or trading area and your sales or advertising circulation by the following method:

Take your sales figures or your advertising circulation figures of the particular city or trading area under consideration. Translate these figures into a percentage of your total figures for the United States. Carry these figures out four places beyond the decimal point (i.e. If your sales are about 2 per cent, you might have an actual figure something like this, 1.9837 per cent).

The next step is to point off four places in the buying power index which then becomes a percentage of the total buying power of the United States. You now have two comparable percentages. A comparison of these two percentages will immediately show you whether you are placing enough sales or advertising effort on that city or trading area. Any group of cities, counties or trading areas can be compared by merely adding together the figures of the various cities or counties that make up the area or group. Then follow a similar process as outlined above.

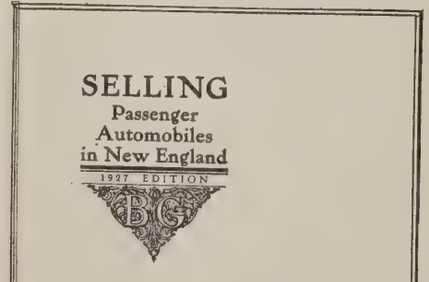
Every Advertising Agency—Every Sales and Advertising Manager

should have in his files ready for reference Mr. Seubert's analysis of buying power in Massachusetts

Before planning a campaign in the Boston Market they should also have the two booklets reproduced below, which contain extremely valuable information concerning this territory.

"The Individual Home" contains—besides an indexed map of Boston's 30-mile radius (A.B.C. "City & Suburban" district) the following data on *each* of the 152 cities and towns in this district: area in square miles, 1925 population, number of families, number of assessed dwellings, number of residential electric meters, 1925 per capita valuation, number of passenger autos both with and without Fords, number of automobiles (excluding Fords) per 100 families, Globe's circulation daily and Sunday. The number of families living in private houses, 2-family houses, flats and apartments is also given for 18 sections of Municipal Boston and for 40 suburban divisions within a 10-mile radius.

"Selling Passenger Automobiles in New England" contains the 30-mile map, also a map of New England showing 15 major trading zones, and the sale of new cars in New England in 1926 in *each county* in *four different price classes.*



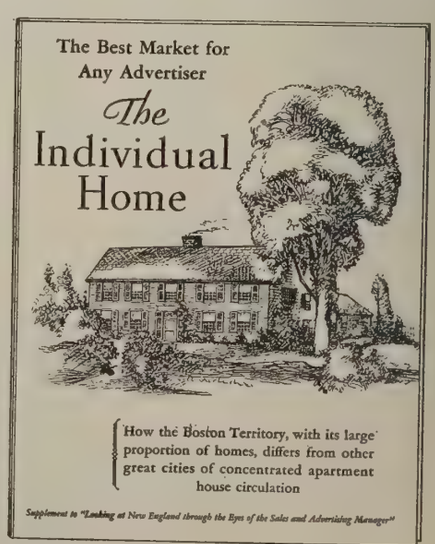
In each book the 152 cities and towns within 30 miles of Boston are grouped into three classifications, upper, middle and lower, according to the number of dwellings per 100 families and the number of automobiles per 100 families.

Seldom have market statistics been compiled in a more readable and accessible form. *If these booklets are not now in your files, extra copies will gladly be sent. Address Dept. of Market Analysis.*

The Globe's strength in the more substantial communities is reflected in the fact that, without special inducements, rate concessions or similar methods of swelling lineage, the Globe has carried the largest total volume of advertising of any Boston paper for 33 consecutive years.

THE BOSTON GLOBE

Sells Boston's BUYING Group



The MERRIMACK MARKET

New England's Most Important Textile Center





LAWRENCE
EAGLE-TRIBUNE

LOWELL
COURIER-CITIZEN & LEADER

You can cover one of the richest and most important textile centers in the New England States, comprising the Lawrence and Lowell, Massachusetts, trading area, which include 22 cities and towns with a total population of nearly 400,000 inhabitants, all industrious citizens and workers, through the two leading papers, the LAWRENCE EAGLE-TRIBUNE and the LOWELL COURIER-CITIZEN & LEADER. These papers dominate this territory completely. They enter the homes of over 45,000 families. This concentrated area is easily reached and is an ideal territory for quick and thorough distribution.

FACTS

Population	333,896
Native White	210,756
Foreign	108,335
Number of Homes	70,877
Individual Income Tax Returns Federal	27,043
Savings Bank Accounts	237,373
Passenger Car Auto Registration	29,844
Retail Outlets	2,906

The above facts *and more* available on request

NATIONAL ADVERTISERS — *Let us work with you to establish Consumer Buying Ability*

HOW?
our
Service
surveys
sales effort
+ yours

WHEN?
as soon
as your
sales
organization
is ready

WHERE?
your office
our office
agency office
or newspaper office
by appointment

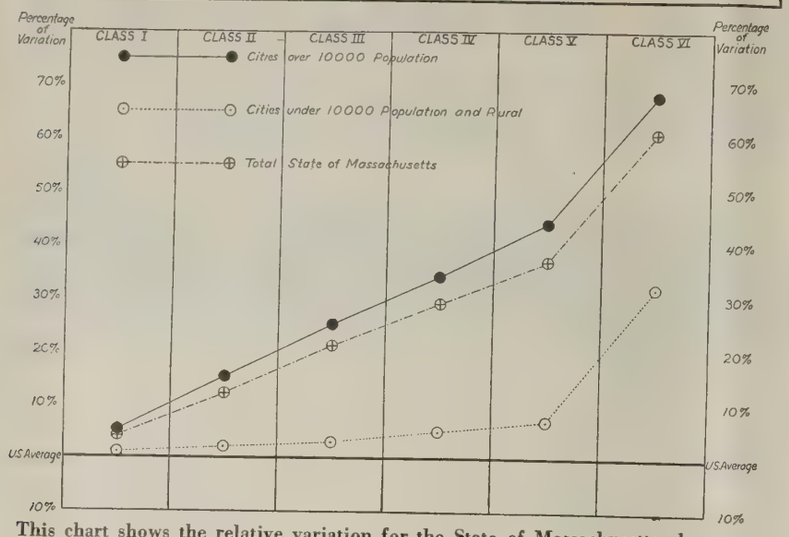
Write us for surveys and service on this market

BRYANT, GRIFFITH & BRUNSON, Inc.

New York	Chicago	Atlanta	Boston
9 E. 41st St.	Bell Bldg.	Walton Bldg.	201 Devonshire St.

KEY TO CONSUMER BUYING ABILITY

(Continued from page 24)



This chart shows the relative variation for the State of Massachusetts above or below the United States average for cities of 10,000 or more population, cities of less than 10,000 and rural population and the entire State for each merchandising class.

VI is for the *fancy* priced exclusive luxuries of high unit value and the weighting is the same as Class V except that incomes of $10,000 and more were substituted for all incomes. The reason for this substitution is obvious.

Here then are the descriptions of the six classifications and their corresponding weighting of population and income.

Class I — Cheap necessities and bulk staples. Population 90 per cent. Number of incomes 10 per cent.

Class II — Moderate priced necessities and packaged staples. Population 70 per cent. Number of incomes 30 per cent.

Class III — Quality priced necessities and staples. Cheap luxuries and low priced non-staples. Population 50 per cent. Number of incomes 50 per cent.

Class IV — Fancy priced necessities and staples. Moderate priced luxuries and non-staples. Population 30 per cent. Number of incomes 70 per cent.

Class V — Quality priced luxuries and non-staples. Population 10 per cent. Number of incomes 90 per cent.

Class VI — Fancy priced exclusive luxuries of high unit value. Population 10 per cent. Number of incomes over $10,000 90 per cent.

The computation of the index numbers was done in the following manner:

The population of the United States is represented as 100 per cent (1925 estimates) the percentage of population in each State, County and City over 10,000 population was figured and carried out four places beyond the decimal point in order to have a figure for the smallest communities. The same process was followed with the "number of all income tax returns" (1924 returns) the total for the United States was represented as 100 per cent, or, carried out four places beyond the decimal point 100.0000 per cent. The same process was also followed with the "number of income tax returns over $10,000" (1924 returns) Boston for example shows:

.6858 per cent of the total United States population.

1.2290 per cent of the number of income tax returns in the United States.

1.4405 per cent of income tax returns over $10,000 in the United States.

In the weighing process for Class I (low priced necessities), we multiplied the percentage of population (.6858 per cent) by .90 and the percentage of all incomes (1.2290 per cent) by .10 and added the two results, making a figure of .7401 per cent for class I.

This figure then represents the percentage of the low priced necessity market of the United States that lives in Boston.

Class number two is computed as follows:

Percentage of population .....6858%x.70=.4801

Percentage of income tax returns .....1.2290%x.30=.3687

Percentage of moderate priced necessity market living in Boston .8488%

This same process is continued according to the schedule of weighting for the six classes.

Your resultant figure each time is in realty a percentage of that particular class market located in Boston. However, for the sake of simplicity the decimal points have been omitted, also the zeros to the left of the number have been dropped, and the resultant figure has been called an index number.

If the zeros and decimals were replaced Massachusetts would look like this:

	I %	II %	III %
Massachusetts	3.7968	4.0999	4.4029
Barnstable	.0249	.0223	.0197
Berkshire	.1065	.1063	.1061
Adams	.0114	.0103	.0093
North Adams	.0202	.0205	.0208
Pittsfield	.0429	.0462	.0495
Bristol	.3377	.3381	.3385

	IV %	V %	VI %
Massachusetts	4.7060	5.0090	5.8739
Barnstable	.0171	.0145	.0315
Berkshire	.1060	.1058	.1182
Adams	.0083	.0072	.0079
North Adams	.0211	.0214	.0239
Pittsfield	.0528	.0561	.0631
Bristol	.3389	.3393	.2939

The proportion of increase or decrease in these index numbers from Class I to Class VI will give a fairly accurate picture of how far above or below average the county or city is in middle or upper classes.

If the index number in class I is the largest number of the six classes the city can be roughly classed as a lower class city or county.

If Class V is the highest number the city or county can be classed as middle class.

But if the largest number is in Class VI then it should be classed as an upper class locality.

The above outline must be taken only in its most general terms but when a manufacturer has classified his product properly, the index figures in that class should be helpful as a guide or comparison with his last year's sales percentages or the percentage distribution of his advertising effort within the same territory.

Charts and Map of Massachusetts markets appear on page 28.

PITTSFIELD, MASS.

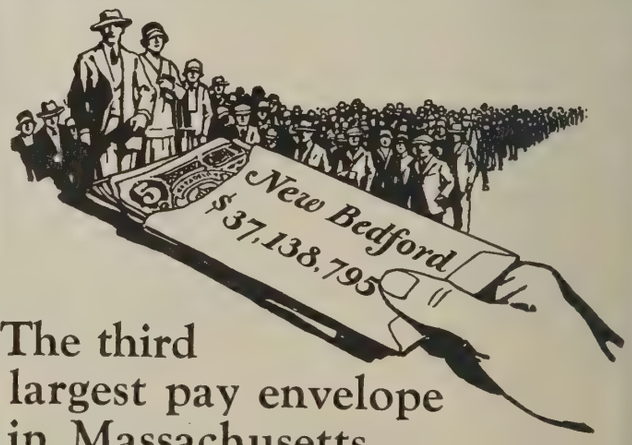
46,877 Population — 1925 State Census

Pittsfield's index of buying power starts at a high figure and goes steadily up through all the six classes of tax payers, which indicates that this city has a well paid buying population.

To prove that the merit of Pittsfield as a market has been appreciated before by national advertisers, it is added that the Berkshire Evening Eagle last year carried 1,300,000 lines of national advertising—*secured without an advertising representative or any solicitation.*

Berkshire Evening Eagle

18,287 Circulation—A. B. C. Report



The third largest pay envelope in Massachusetts

THE size of a man's pay envelope is the best indication of his buying power. The same thing applies to a market. In 1925 New Bedford's pay envelope held $37,138,795—the third largest payroll in Massachusetts.

There are markets with larger pay envelopes, but few where you can make a good volume of sales as cheaply and easily as in New Bedford. The people who receive this money read one newspaper, almost to a man. The Standard Mercury is read morning and evening in 97 out of every hundred homes in New Bedford. And the rate is only 10c a line. A couple of thousand dollars will do a good advertising job for you in New Bedford.

One newspaper wins this market

We'll be glad to give you more facts—or write to the Charles H. Eddy Co., our New York, Boston and Chicago representatives.

Member of the Associated Press

NEW BEDFORD
The 4th market in Massachusetts
Completely covered by the
STANDARD MERCURY

An Actual Campaign in Two Newspapers in One City Produced a Profit Where Theory Said, "Use Only One":—

A prominent 4A Agency recently wrote to a newspaper publisher—"My client,....., had a rather interesting and instructive illustration in connection with his campaign in.....this past year. On account of a certain competitive situation, he expended in.....a sum for advertising several times as much per thousand population as in any other part of the world. He was willing to take a loss temporarily in order to establish his product in a predominant position.

"Much to his surprise, when he balanced his books he found that he had not over-advertised, but had actually made some money.

"This demonstration of the result of consciously over-advertising almost tempts him to double and triple his advertising everywhere."

Thus an old dog CAN *learn new tricks.*

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago
Detroit
Atlanta
Kansas City
San Francisco

BUYING POWER ANALYZED BY PRODUCT CLASSES FOR MASSACHUSETTS

NOTE:—Figures below represent percentages of U. S. total carried out four places: To use mark off four places and insert decimal point

Counties in bold face capitals—Cities in capitals and lower case

	Cl. No. 1	Cl. No. 2	Cl. No. 3	Cl. No. 4	Cl. No. 5	Cl. No. 6
MASSACHUSETTS	37968	40999	44029	47060	50090	58739
BARNSTABLE	249	223	197	171	145	315
BERKSHIRE	1065	1063	1061	1060	1058	1182
Adams	114	103	93	83	72	79
North Adams	202	205	208	211	214	239
Pittsfield	429	462	495	528	561	631
BRISTOL	3377	3381	3385	3389	3393	2939
Attleboro	194	219	244	269	294	251
Fairhaven	93	89	86	82	78	70
Fall River	1111	1065	1020	974	928	805
New Bedford	1062	1083	1105	1126	1147	991
Taunton	339	327	316	304	292	253
DUKES	40	35	30	25	20	22
ESSEX	4537	4872	5207	5541	5876	5430
Amesbury	101	104	107	110	113	105
Andover	96	108	121	133	145	132
Beverly	212	237	262	287	312	288
Danvers	109	118	127	136	145	134
Gloucester	206	205	205	205	204	190
Haverhill	457	506	555	604	653	600
Lawrence	830	843	857	871	884	828
Lynn	973	1104	1236	1368	1499	1382
Methuen	181	181	182	182	182	170
Newburyport	141	150	158	166	175	165
Peabody	192	223	255	286	317	293
Salem	400	448	497	545	593	546
Saugus	105	92	78	64	51	46
FRANKLIN	437	439	441	443	445	326
Greenfield	147	173	199	225	251	179
HAMPDEN	2973	3165	3358	3550	3742	3431
Chicopee	363	354	345	335	326	301
Holyoke	550	589	627	665	704	646
Palmer	92	84	75	66	57	52
Springfield	1322	1469	1616	1763	1910	1749
Westfield	168	165	162	158	155	144
West Springfield	135	135	135	134	134	123
HAMPSHIRE	632	575	518	461	404	489
Easthampton	100	97	94	91	88	109
Northampton	195	160	126	91	56	64
MIDDLESEX	7917	8613	9308	10005	10700	14124
Arlington	236	269	302	335	368	480
Belmont	144	164	184	204	224	296
Cambridge	1097	1186	1274	1362	1451	1915
Everett	373	378	384	389	394	517
Framingham	190	201	212	223	234	308
Lowell	997	1050	1103	1156	1209	1589

Counties in bold face capitals—Cities in capitals and lower case

	Cl. No. 1	Cl. No. 2	Cl. No. 3	Cl. No. 4	Cl. No. 5	Cl. No.
Malden	468	494	520	546	572	7
Marlboro	146	151	157	162	167	2
Medford	440	481	523	565	606	8
Melrose	201	250	299	348	397	5
Natick	113	114	114	114	115	1
Newton	523	638	752	866	981	13
Somerville	935	1062	1189	1316	1443	19
Wakefield	139	142	146	149	152	2
Waltham	321	352	383	413	444	5
Watertown	207	173	139	104	70	
Winchester	117	146	176	205	234	3
Woburn	170	186	203	219	235	3
NANTUCKET	27	26	25	24	23	
NORFOLK	2473	2806	3139	3473	3806	92
Braintree	125	144	162	180	199	4
Brookline	474	671	868	1065	1262	31
Dedham	128	140	152	164	176	4
Milton	121	136	152	168	183	4
Norwood	119	108	98	88	77	1
Quincy	536	553	569	585	602	14
Weymouth	162	181	200	219	238	5
PLYMOUTH	1514	1652	1790	1927	2065	15
Brockton	629	738	846	954	1063	8
Plymouth	119	124	130	135	140	1
SUFFOLK	8279	9419	10558	11697	12837	149
Boston	7401	8488	9574	10660	11747	136
Chelsea	416	415	415	415	414	4
Revere	296	301	306	311	316	3
Winthrop	166	215	263	311	360	4
WORCESTER	4448	4730	5012	5294	5576	46
Clinton	125	125	125	124	124	1
Fitchburg	389	398	407	416	425	3
Gardner	164	163	162	161	160	1
Leominster	196	197	198	199	200	1
Milford	182	285	389	492	595	4
Northbridge	81	68	55	42	29	
Southbridge	137	140	142	144	147	1
Webster	124	136	149	161	173	1
Worcester	1778	1978	2179	2379	2579	21

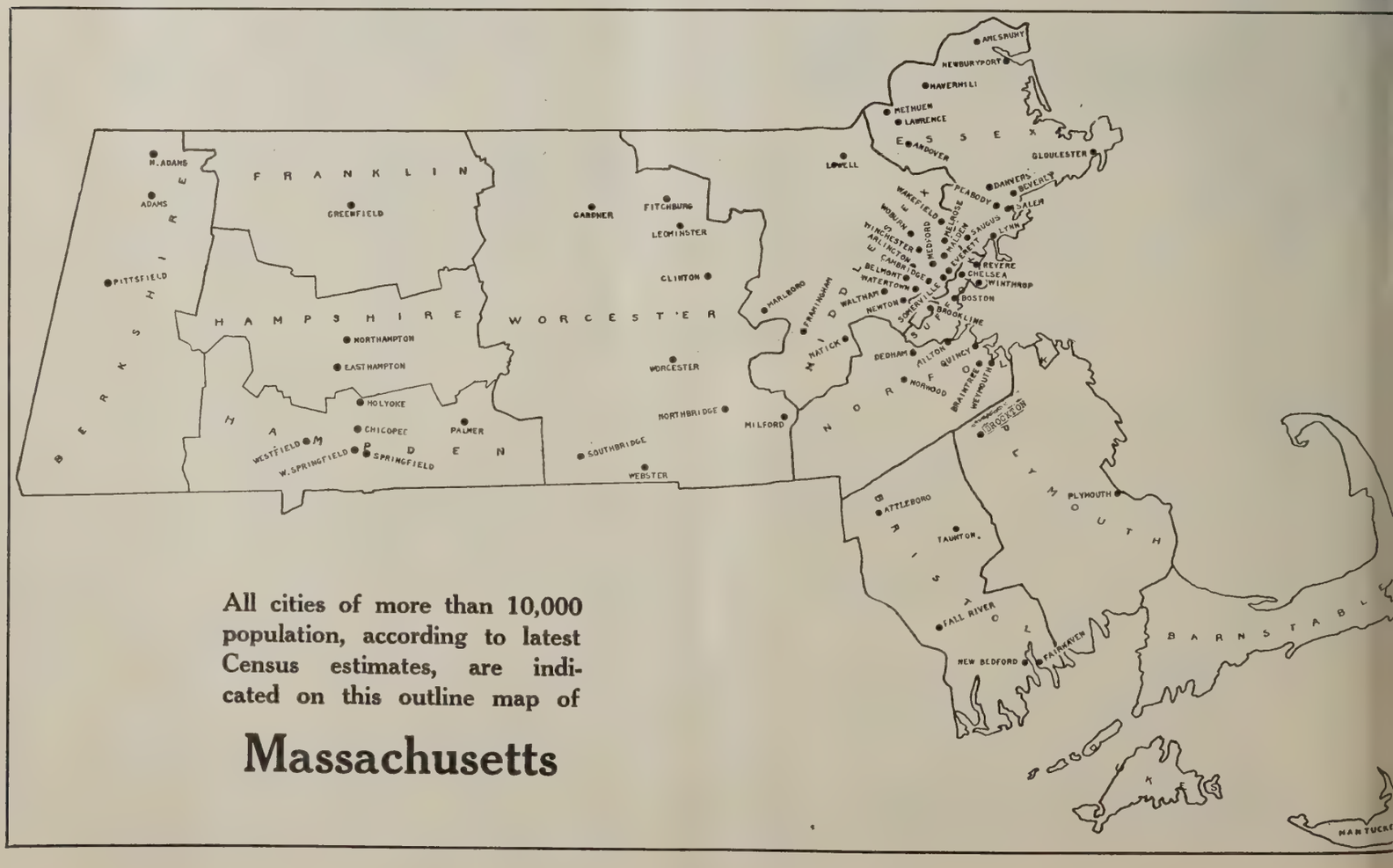
URBAN MARKETS OF MASSACHUSETTS ARE MUCH LARGER THAN THEIR POPULATION INDICATES

CITIES OVER 10,000 POPULATION, 2.9837

Cl. No. 1	Cl. No. 2	Cl. No. 3	Cl. No. 4	Cl. No. 5	Cl. No.
3.1304	3.4239	3.7187	4.0109	4.3044	5.002

CITIES UNDER 10,000 AND RURAL POPULATION, .6616

Cl. No. 1	Cl. No. 2	Cl. No. 3	Cl. No. 4	Cl. No. 5	Cl. No.
.6664	.6760	.6842	.6951	.7046	.871



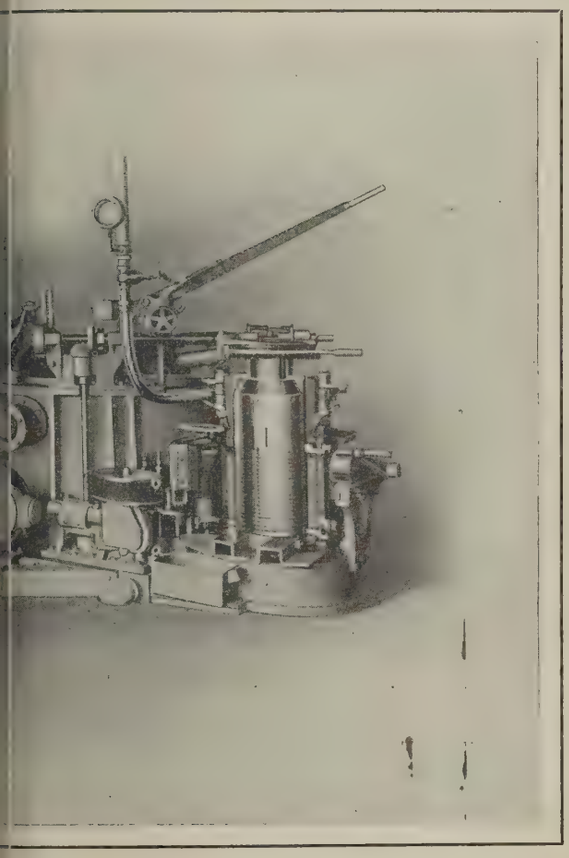
All cities of more than 10,000 population, according to latest Census estimates, are indicated on this outline map of

Massachusetts

plate-Autoshaver Unit

Equipment of the World

uring long periods of hard work at high speeds
l plates a minute



efruits of the experience
ised it

Los Angeles Times
Louisville Courier-Journal
Memphis Press Scimitar
Miami Herald
Milwaukee Journal
Milwaukee Sentinel
Milwaukee Wisconsin News
Minneapolis Tribune
Minneapolis Journal
Montreal Herald
Montreal Presse
Montreal Star
Nashville Banner
Newark Evening News
New Orleans Daily States
New Orleans Item
New Orleans Times-Picayune
New York American
New York Bronx Home News
New York Daily Mirror
New York Daily News
New York Evening Post
New York Graphic
New York Herald Tribune
New York Sun
New York Telegram
New York Times
New York World
Norfolk Ledger-Dispatch
Omaha Tribune
Omaha World-Herald
Philadelphia Bulletin
Philadelphia Inquirer
Philadelphia Public Ledger
Philadelphia Record
Pittsburgh Gazette Times
Pittsburgh Press
Providence Journal
Richmond News-Leader
Rochester Times-Union
San Francisco Bulletin
San Francisco Call
San Francisco Chronicle
San Francisco Examiner
Seattle Star
Seattle Times
St. Louis Globe-Democrat
St. Louis Post-Dispatch
St. Louis Star
St. Paul Dispatch
St. Paul News
Springfield Union
Syracuse Herald
Toledo Blade
Toledo News Bee
Toronto Star
Toronto Telegram
Washington Post
Washington Star
Washington Times

ıcity must always depend the celerity of your
tıway

NERY CORPORATION
YORK CITY

EDITORIAL

NEW WHITE HOUSE PROBLEMS

"IT'S his show and he makes the rules," writes Charles Michelson in *New York World*, commenting on the new press restriction at the White House which prohibits mention of a question asked by a correspondent to which no reply is made.

Mr. Michelson speaks as a correspondent who uncomplainingly accepts conditions as he finds them and does his job as best he can within the limitations. This attitude of independent dignity is one of the admirable characteristics of the Washington Correspondents' Corps. However, in the broader sense the show is a public show and the rules which govern it should be considerate of the general interest.

It is unquestionably the fact that in political news a negative reaction from a person interviewed may be as important public information as is a positive result. Mr. Michelson says that the net effect of the new rule is to make the White House press conference merely a vehicle for such publicity as suits the President's purpose, rather than a means of letting the public know his views on public matters. That may or may not be the fact, depending on how Mr. Coolidge performs. Further, that it is really a corollary to Mr. Coolidge's idea that newspapers should abstain from criticism of the Administration's conduct of foreign affairs. We shall see.

The White House Spokesman is dead, the President may not be directly quoted and questions which are unanswered shall be as if never asked. That is the situation today. It surely means that the correspondents must accept full responsibility for statements made upon White House information. This to us seems unnatural and unfair and not calculated to work out to the satisfaction of the Administration, the public or the correspondents. The natural, workable and wholly admirable system is the original Harding plan of talking man to man with the correspondents, answering questions that can be answered, discarding those which cannot or should not be answered, and standing or falling on what the ball fans call the "batting average." Yes, partisans will take advantage of such a system to misrepresent the Administration, but ultimately they shall but foul themselves. The average correspondent who faces the President of the United States at a conference is a gentleman and his purpose is faithfully to interpret the news. When he is accepted on that basis any President can bring himself and his works through the press very close to the minds and the hearts of all of the people who certainly need to be better informed on national questions. Something strenuous must soon be done to clear away the gathering fog of apathy in relation to the conduct of the national government. When the majority of citizens do not even vote, the time has come for action. If any President will give to the correspondents as much time and care as he gives to small groups of individuals he will rekindle the fires of public interest the nation over. It would be like a transfusion of new blood in the body politic. Incidentally, to our way of thinking, it would be magnificent politics.

E. W. Scripps was fond of quoting, "Oh, what a tangled web we weave, when first we practise to deceive."

OH, WHAT A FLOP!

DEWEY M. OWENS says in the current issue of the *American Mercury* that "ninety per cent" of the material issued by newspaper syndicates is the "veriest drivel" and proceeds to tear down almost every author and artist that has gained popularity in the American press. Mr. Owens apologetically remarks, at the conclusion of his article, that in the scope of his "modest" piece he finds it impossible to cover the whole syndicate field or make mention of "several worthwhile and valuable features which gleam like nuggets of gold amid the tons of dirt and trash." EDITOR & PUBLISHER readers will share our disappointment at this announcement. If Mr. Owens had just been willing to write only one more page of Mercury copy he might have given us at least an insight into what a good newspaper feature is. It would have been the generous thing for him to do. But he drops us flat and even admits: "I have no suggestions for uplifting the quality of syndicate stuff." Now, dammit, isn't that provoking!



Absalom said moreover, Oh that I were made judge in the land, that every man which hath any suit or cause might come unto me, and I would do him justice!—II. Samuel, XV; 4.

A TOUGH ASSIGNMENT

REX COLLIER says that covering the Mississippi flood, spread as it is over more than half a dozen states, has taxed the nerves and endurance of newspaper men as has no story in recent years, and we can well believe it. Watching sporadic developments from Memphis to New Orleans has in itself been a grueling task. So far spread has been the theatre of news that the reporters have not been able to write many eye-witness accounts. However, this week Will Irwin telegraphed a thrilling piece about the collapse of a levee which he chanced to see, but he made clear the fact that it was but an incident of the amazing devastation that has kept the country in a ferment of excited fear for weeks. Most of the stories of rescues have necessarily been told on second-hand testimony.

Yet, so splendidly have the events been relayed to the public that newspaper readers of the world have an understanding of the tragedy that has befallen a large section of the people of a thriving district and generous indeed has been the response to the Red Cross call for aid.

Mr. Collier says that the duration of the flood presented to the reporters a pretty problem from the standpoint of vocabulary. After they had referred to the Mississippi as "mighty," "masterful," "muddy," "meandering," "turbulent," "raging," "angry," "cruel," "drunken," "relentless," "yellow" and "swirling" there didn't seem to be much left to be said. But we are of the belief that the reporters on that job will not run out of descriptive words and phrases so long as the ruthless, surly, menacing, reeling, snapping, snarling, biting, wrathful, violent, rioting, foaming, frothing, lashing, rampaging, frenzied, tameless and tumultuous waters rush headlong to the gulf.

When advertising campaigns are deliberately written with paid space for magazines and press agentry for newspapers, which every intelligent newspaper man knows is now being done, it is just a little withering to receive a letter from a newspaper editor asking us to be "fair to the press agent."

AN OFFENSIVE PICTURE

DURING the week in New York an eleven-year-old school girl was murdered by a degenerate on the roof of her tenement home. The parents are poor, inconspicuous folk. The savagery of the crime elicited deep public interest and sympathy.

When the child's body was borne to the grave, the miserable overwrought mother completely lost control of herself and wailed in agony, her arms stretched out appealingly, her mouth open, her cheeks drenched with tears. Newspaper photographers at the grave snapped this wretched woman and several newspapers published the agonizing picture.

It is not often that EDITOR & PUBLISHER feels itself called upon to criticize editors for expression, although we are frequently critical of acts of suppression, but we wish to contend that the publication of the picture of a mother wailing at her child's grave is an offense that deserves rebuke. The line of decency does not extend to the grave. The sacred right of privacy of an afflicted individual in such circumstances must be respected. No picture is worth the forfeit of self-respect that runs with such an exhibition of bad taste. Keep photographers out of grave-yards!

ADVERTISING ART

AMERICAN advertising art, as represented at th sixth annual exhibit of the Art Directors Clu of New York, is lively, healthy and entertai ing, but the ordinary mortal somehow has the feeli that this art has sometimes strayed so far from i purpose as to be ridiculous. The function of adverti ing art is salesmanship, not aesthetics. It is busine not mere dreaming.

We do not, by any means, intend to indict th whole show on these grounds. That would be unfa for some of the stuff shown there is first class every particular as advertising art. But when v found ourselves walking enraptured among paintin that, however beautiful, seemed to have not the r motest relation to the sale of merchandise, we cou not throw off the notion that we were treading fool's paradise.

For instance, a bread concern paid an artist to pai a voluptuous Autumn scene. The mind would clic of course, to an autumn scene that suggested t "staff of life," in the advertising relation, but th admirable picture was of some ancestral park wi well-groomed idle folk in the foreground and ta poplars to the rear. What's it all about?

We shall not further particularize this criticis Our notion is that a deal of very good money is bei wasted these days on merely "pretty pictures." Gra that they attract attention, does it follow by a process of logic that they attract attention that creat a demand for the advertised article? Much of th real art of advertising would disgust the aesthet By the same token the unrelated art of the aesthe disgusts us. It is out of place and violates the sen of advertising efficiency. Advertising art that n only attracts but displays the merchandise or sugges it in a manner that creates a genuine craving, is th only advertising art that merits reproduction. Pret pictures in their own place, real advertising pictur in theirs!

A national advertiser tells us that a well-known syndicate writer recently offered to "write up" his merchandise for $500 to "cover the cost of research." Respect for newspapers went down a peg in that advertiser's estimation. A syndicate has been imposed on and newspapers that built this greedy man's reputation and made him rich have been humiliated and abused. Dismal, isn't it?

WE SAY "WELL DONE"

NOTEWORTHY among recent contributions t the advertising space-buyer's insatiable deman for unbiased, thoroughly analyzed market in formation is the monumental book just issued by th newspapers composing "The Hundred Thousan Group of American Cities." This issue, entitled "A Study of All American Markets," is much mor ambitious than its predecessor, covering in its 600-od pages the details first of the 93 markets of peculia interest to the newspapers sponsoring the undertaking and then covering in similar detail, but without som accessory trimmings, every city and town of mor than 1,000 population in the United States.

This is not the place for a detailed review of thi achievement. It is enough to say that it reflects valu for every cent of the $150,000 which its authors re cently stated had been expended to obtain and presen the information. The typography is clear and read able, even in the most condensed tabulations and the maps combine accuracy and utility with a grace o execution that makes them pleasant to look upon. Even if the second edition has not yet attained the perfection that its authors desire—and the only sug gestion EDITOR & PUBLISHER would now make for future editions is the more definite characterization of the cities in the tables—it is by far the most com plete, accurate, and intelligently useful work ever undertaken by any single newspaper or group of news papers.

EDITOR & PUBLISHER, which in 1918 and 1919 pre sented the first market surveys ever made for daily newspaper interest, and made the first national market surveys, is glad to say of "A Study of All American Markets"—well done!

PERSONAL

GEORGE BOOTH, publisher of the *Worcester* (Mass.) *Telegram-Gazette,* sailed Sunday on the Scythia for Europe. He will visit England, France, Belgium, the Rhine and Italy.

Louis Wiley, business manager of the *New York Times,* addressed the weekly meeting of the Pittsburgh Advertising Club in the William Penn Hotel on May 17. In the evening he was the principal speaker before the Engineers' Society of Western Pennsylvania.

William A. Reade, president of the Sudlow Typograph Company, sailed Saturday, May 14, on the Majestic for a two months' business trip in Europe.

Walter Lippmann, editor of the *New York World,* will deliver the baccalaureate address at the University of North Carolina's one hundred and thirty-third commencement on June 6, according to an announcement by President Harry W. Chase.

S. E. Thomason, former general manager of the *Chicago Tribune,* and now publisher of the *Tampa* (Fla.) *Tribune,* has opened up his Chicago office in Room 1115 Tribune Tower. It is reported that Mr. Thomason plans on spending the summer months in Chicago.

A. L. Shuman, vice-president and advertising manager of the *Fort Worth* (Tex.) *Star-Telegram and Record,* is sailing on the S. S. Transylvania on May 25.

Homer Gard, editor and publisher of the *Hamilton* (O.) *Evening Journal,* has been elected a director of the Rotary Club of that city.

Frank Gannett, publisher of the *Elmira* (N. Y.) *Star-Gazette,* gave a dinner for members of the School of Journalism of Syracuse University following completion of their day's work as temporary editors of that paper, May 13.

IN THE BUSINESS OFFICE

WALT GOING, formerly automobile editor of the *Cincinnati Post,* has resigned to join the national advertising department of the *Cincinnati Times-Star,* and will handle automobile and radio accounts.

Elliott C. Hensel, for seven years merchandising counsel in Los Angeles, has been appointed advertising manager of the *Los Angeles Illustrated Daily News,* according to E. M. Boddy, publisher.

B. A. Brewster of the business office of the *Brooklyn Eagle* has resigned to go to California, where he will study the dried fruit industry, preparatory to entering into business with his brother, who is a broker in that line in Cleveland.

A complete planning and copy service has been added to the advertising department of the *Long Beach* (Cal.) *Press-Telegram,* with Jack Horner in charge of the service.

E. H. Wilder, formerly advertising manager of the *Pueblo* (Col.) *Chieftain,* has become advertising manager of the *Stanford* (Cal.) *Journal.*

Harold H. Scott, for the past eight years manager of the merchandising service department of the *Los Angeles Examiner,* has resigned to become sales and production manager for Larrinaga Bros. Studio, Los Angeles, decorators.

A. Weiss has been named to succeed him on the Examiner.

IN THE EDITORIAL ROOMS

ROY A. ROBERTS, head of the Washington bureau of the *Kansas City Star,* sailed recently for a trip abroad.

Richard Henry Little, conductor of the column, "A Line O'Type or Two" in *The Chicago-Tribune,* has returned from a vacation in Cuba.

Tom Freeman, special writer on the staff of the *Cincinnati Post* and at one time assistant city editor, has resigned to become assistant professor of English at the Chicago University.

W. J. Arnold, recently with the *Lynchburg* (Va.) *News,* has been made city editor of the *Richmond* (Va.) *Times-Dispatch,* to succeed Robert M. McCormick, resigned. Mr. Arnold at one time was with the *Norfolk* (Va.) *Virginia-Pilot* and, before that, with the *New York Sun* for five years.

Allen Reagen has resigned from the *New York World* to join the staff of the *New York Herald Tribune.*

Arthur Chamberlain has returned to the staff of the *New York World* after working for some time on the *New York Times.*

Richard J. Farrell, head of the copy desk of the *New York Evening World,* is recovering from a severe illness at Bellevue Hospital, New York. It is expected he will be able to return to the newspaper about June 1.

Ralph Frye and John O'Donnell have left the *New York American* to join the staff of the *New York Daily News.*

Jack Young, former city editor of the *Charlotte* (N. C.) *Observer,* and more recently a member of the staff of the *Philadelphia Public Ledger,* has been made managing editor of the *Birmingham* (Ala.) *Age-Herald.*

Edward Cushing, music editor of the *Brooklyn Eagle,* will spend the coming summer in Europe, visiting the musical centers.

Wendell W. Hanmer has resigned from the reportorial staff of the *Brooklyn Eagle* to do publicity work and free lancing.

Harry A. Kenny, formerly political reporter of the *Cincinnati Commercial Tribune* is back on the local staff again after a vacation of several months.

Vincent Ayres has joined the editorial staff of the *Eureka* (Cal.) *Humboldt Standard.* He formerly worked for the *Marshfield* (Ore.) *Coos Bay Times.*

William McDermott, dramatic editor of the *Cleveland Plain Dealer,* will sail May 20 for Europe on his annual summer vacation. He will go to Egypt before returning.

Arthur R. Curley, formerly with the *Boston American* and later with the *Baltimore American,* has joined the staff of the *Worcester* (Mass.) *Telegram.*

Edward S. Beck, managing editor of the *Chicago Tribune,* accompanied by his wife, returned home Wednesday after a seven weeks' trip to Europe.

Ed. G. Pinkham, correspondent of the *Kansas City Star,* spent last week in and around Louisville and at the Kentucky Derby.

Parker E. Branin has succeeded Verne Ayres as city editor of the *Pendleton* (Ore.) *East Oregonian.*

William S. Forman, rewrite man on the *Chicago Daily News,* who returned last week after almost three weeks in the Mississippi flood area, spoke on the flood conditions, over WMAQ, the Daily News radio station, Tuesday, May 10.

J. Edmond DeCastro, of the *Buffalo Evening News* editorial staff, has been admitted to the New York Bar after taking a course in the University of Buffalo Law school.

Glen Perrins, of the editorial staff, *Salt Lake City Deseret News,* has left for a vacation on the Pacific Coast.

Joseph A. Fleitzer, after an absence of three months, has resumed his post as editor of the *Bell* (Cal.) *Herald.*

C. Walter McCarty, city editor and Paul Shideler, staff photographer of the *Indianapolis News,* are among the incorporators of the new White Lick Golf and Country Club. The incorporators have purchased 100 acres west of the city and will start development in 1928.

Theodore R. Hecker, police reporter, and Preston W. Grady, courthouse reporter, have resigned from the *Albany* (N. Y.) *Times-Union.*

J. Raymond Adams, for many years connected with the *Bank Director* and the *New York World* has joined the staff of the *American Banker.*

MARRIED

JACQUELINE NICKELS of the circulation department of the *Chicago Herald and Examiner,* to H. G. Weagant of the art department.

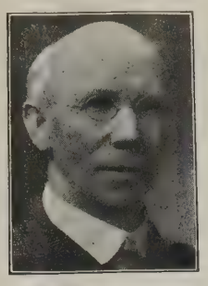
Wallace Rushing, of the composing room, *Eureka* (Cal.) *Humboldt Times,* to Miss Marie Junell, also of Eureka.

Miss Emily J. Smith, for ten years business manager of the *Wausau* (Wis.) *Record-Herald,* to Frank A. Hermes, salesman for the C. I. Johnson Company, of St. Paul, Minn., in Wausau Saturday, May 21.

Randall Gould, manager of the Peking bureau of the United Press, to Miss Grace Cook of Rochester, N. Y., in Peking on Easter Sunday, April 17. Mrs. Gould worked for several months as reporter and book page editor on the *China Press* in Shanghai.

FOLKS WORTH KNOWING

AN experience of 32 years in the news rooms and a keen observation have taught J. S. Wilhelm a number of essentials for putting out a good newspaper. Wilhelm is managing editor and editorial writer of the *Canton* (O.) *Repository.*



J. S. WILHELM

His platform of newspaper essentials includes the following points:

To give the news — all the news that's fit to print — all the time, without fear or favor.

To tell the truth and make your paper so reliable that readers will swear by it.

To make it fit for the home circle.

To make it a home necessity.

To beware of "lopsidedness" and give the paper proper balance.

To remember that readers want advertising, as well as news, in readable and attractive form.

Wilhelm takes considerable satisfaction in his record of service and hard work with the the Repository. It is a record of 32 years of unbroken service as a member of the news staff of one paper.

He joined the Repository in 1895 as a reporter. Shortly afterwards he got into the thick of the McKinley preliminary campaign for president. In 1896, as special out-of-town correspondent in the famous McKinley front porch campaign, he served papers from St. Paul to New Orleans and from Boston to 'Frisco.

Previous to coming to Canton Wilhelm served as telegraph editor of the *Johnstown* (Pa.) *Democrat,* Congressman Warren Worth Bailey's paper.

In addition to newspaper work Wilhelm has been busy in out of hours service in various lines, including a period of trusteeship of Otterbein college, from which he was graduated in 1890.

HOLDING NEW POSTS

PAUL JENNINGS, from *Indianapolis Star* reportorial staff, to publicity agent, Stuart Walker Company, stock company playing at Keith's theater, in Indianapolis.

Ralph Donham, from copy desk, *Indianapolis Star,* to managing editor, *Terre Haute Post.*

Arthur C. Buck, from market operator, Associated Press, to copy desk, *Indianapolis Star.*

Gordon Hollier, from reporter, *Buffalo Courier,* to editorial staff, *Buffalo Evening News.*

PRESS ASSOCIATION NOTES

EDWARD McKERNON, superintendent of the eastern division of the Associated Press, addressed the faculty and students at Colgate University, Hamilton, N. Y., and the Rotary Club at Norwich on May 10. Both talks were under the auspices of the *Norwich Daily Sun.*

Boyd D. Lewis of Milford, Mass., has joined the Boston staff of the United

(*Continued on page* 34)

This Is

GOOD TIME GUY

The Latest Public Personage and Hero of A New Grand-Slam Among Comic Strips.



Good Time Guy

The Best Guy in the World with a Heart as Big as His Appetite

By

William M. Conselman,

author of the famous ELLA CINDERS, writing under the pseudonym of

Frank Smiley

with Drawings by

Mel Cummin

Starting on Monday, June 27

Wire Your Order Now

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager — Earl J. Hadley, Associate

150 Nassau Street, New York City

(*Continued from page* 33)

Press. He is a student in the department of journalism at Boston University.

Wilbur Sanders, night editor of the Spokane bureau of the Associated Press and among those cited by the A. P. for outstanding work in 1926, has been transferred to the Seattle bureau.

Lawrence (Mass.) *Sunday Sun* the *Lawrence* (Mass.) *Evening Telegram,* and the *Chelsea* (Mass.) *Evening Record* have begun United Press service.

Walter W. Chamblin, Jr., of the Washington bureau of the Associated Press, who was singled out for special mention by that organization for his tax story written while he was covering the House last winter, is recovering from an operation for appendicitis at a Washington hospital.

Ralph N. Swanson, of the United Press, Kansas City bureau, has been named assistant bureau manager, succeeding Jim Jeffers, who went to the *Dallas* (Tex.) *Dispatch.* Joe Brewer, formerly of the *Dodge City* (Kan.) *Globe,* is the new pony editor.

Ralph H. Turner, assistant general news manager of the United Press, remained in the middle west following the University of Missouri Journalism Week activities, to inspect United Press bureaus at St. Louis, Kansas City, Denver and Chicago.

C. G. Morand, Philadelphia manager of the United Press, has been assigned to cover the United States fleet maneuvers in the theoretical invasion of New England now in progress. Morand is aboard the flagship Seattle. John Mouteaux of the New York office is relieving Morand at Philadelphia temporarily.

Weimar Jones, of Franklin, has been named night editor of the Associated Press bureau at Charlotte, N. C., to succeed J. W. Douthat, recently transferred to New Orleans, La.

L. P. Hall has been appointed chief operator of the eastern division of the Associated Press. Formerly he was doing special work out of Kansas City, but has now been transferred to New York. He succeeds George F. Moss, made supervisor of markets.

R. C. Wilkerson has been appointed Associated Press correspondent at Dayton, succeeding W. C. Pryor, transferred to Columbus.

F. J. McDermott has been sent from Richmond to the Atlanta Bureau of the Associated Press, succeeding F. H. Fuller, of Jackson, Mich.

S. M. Walter, formerly of Kansas City, has been made Associated Press correspondent at Wichita, Kan., succeeding R. B. Peterson.

L. R. Penn, formerly of Oklahoma City and New York, has been appointed the Cleveland correspondent of the Associated Press to succeed J. W. McGuire.

Robert Broad is the new Associated Press correspondent at Omaha, Neb., replacing P. R. Mickelson, transferred to Chicago. Broad was formerly the Lincoln correspondent, and has been succeeded there by L. R. Lindgren.

Arthur Marek was appointed manager of the International News Service bureau at Los Angeles this week, succeeding Harry Flanagan, who was temporarily in charge. Flanagan returns to the I. N. S. San Francisco bureau.

Theodore Goetz was appointed White Plains correspondent for International News Service this week, succeeding Lee Williams, resigned.

Robert Ginsberg has been transferred from the Indianapolis office of the International News Service to the I. N. S. bureau at Pittsburgh.

S. Neiman was appointed manager of the Harrisburg Pa. bureau of International News Service this week, succeeding G. R. Downey, resigned. Neiman was former assistant manager of the I. N. S. Pittsburgh bureau.

Hyman Vogel has joined the Kent Press Service Detroit bureau, replacing Jerome Luchek, resigned. Vogel was formerly with the *Detroit Times.* Lawrence H. Selz, managing editor of the Kent Press Service, recently took an extensive tour through eastern Canada.

NEW PLANTS AND EQUIPMENT

EUREKA (Cal.) Humboldt Times has purchased an adjoining one-story building, allowing it to double the composing room space and add considerably to the space of the editorial and business offices.

Interior improvements of the *Elgin* (Ill.) *Courier-News* building have been anounced and a new front for the building is projected. Work will start at once. New floorings, marble wainscoting, new plumbing system and new passenger elevator are among the principal improvements to be made.

Samuel H. Robie, publisher of the *Chelsea* (Mass.) *Evening Record,* has installed a new press.

Work will start soon on a $350,000 structure at the northeast corner of Hope and Thirty-fifth street, Los Angeles, to be occupied by the *Downtown Shopping News.* The building will be a Class A three-story and basement building with a mezzanine floor.

Artesia (Cal.) *News,* formerly located on North Main street, has moved to larger quarters on East Third street. A. C. Mayfield is editor and owner of the publication.

Two weeks after the start of operations the *Garden Grove* (Cal.) *News* building was completed and is now occupied by the newspaper.

A new one-story stucco office building 25 by 45, is under construction for the housing of the *Reseda* (Cal.) *Banner,* of which A. E. Hartman is publisher.

CHANGES OF OWNERSHIP

A. A. HEESER, publisher of the *Mendocino* (Cal.) *Beacon,* has purchased the *Fort Bragg* (Cal.) *News* and E. O. Thurston has become owner of the *Fort Bragg Advocate.* The two papers will be combined as the *Fort Bragg Advocate-News.*

Lyman King has bought the *Napa* (Cal.) *Daily Journal* from J. E. Walden, who has published it since 1884.

J. S. Daley has sold the *Eagle Rock* (Cal.) *Reporter-Sentinel* to his sons, J. S. Daley, Jr., and Max O. Daley.

Berkley Walker, formerly publisher of the *Lawndale* (Cal.) *News,* has bought the *Willowbrook* (Cal.) *Journal,* a weekly.

Byron G. Allen, Pocahontas county representative in the Iowa general assembly, has purchased the *Pocahontas* (Ia.) *Democrat* from J. A. Eckenrod, many years the only Democratic paper in the county.

John H. Moist, owner and editor of the *Ida Grove* (Ia.) *Pioneer,* and Stanley J. Mead, associated with Carl Brown, owner of the *Record,* have merged the two papers as the *Record-Pioneer* under their joint ownership. The combined paper will occupy the Record plant.

Kent (Md.) *News* has been purchased by the newly organized Eastern Shore Newspaper Corporation, according to announcement made by Lorie C. Quinn, Jr., of Crisfield, Md., president of the corporation.

Walter C. Adams, formerly editor and publisher of the *East Salt Lake* (Utah) *Times,* has purchased the *Bingham Bulletin* at a Sheriff's sale. He will continue the paper.

R. M. Griebel, Northwood, Ia., and G. F. Scott, Manly, Ia., have purchased the *Guttenberg* (Ia.) *Press* from J. M. Holmes, who two years ago leased the plant to I. L. Stenson. The new owners took possession of the Press this week.

J. H. Patton, owner and editor of the *Tuscola* (Ill.) *Journal* the last three years, has sold the plant to John Howk, until recently publisher of the *Assumption* (Ill.) *Tribune.*

Palmdale (Cal.) *Reporter* has been purchased by Dr. C. D. Williamson, of Claremont. James E. Davis was former owner.

A. E. Snider and J. Arthur Browning of Kansas City have purchased the *San Fernando* (Cal.) *Sun,* a semi-weekly newspaper and commercial printing plant, from Glenn Brothers and Hooper. Until recently Mr. Snider, who will be actively in charge, was with the United Press. Before going to California Mr. Hooper was for several years publisher of the *Sherman* (Tex.) *Democrat.*

C. C. Thorne, publisher of the *Gayville* (S. D.) *Observor,* has sold his paper to J. H. Hutchinson.

SPECIAL EDITIONS

WATERLOO (Ia.) Evening Courier, special section on 61st anniversary of Frank Bros. Store, May 11.

Mamaroneck (N. Y.) *Daily Times,* Greater Mamaroneck and Real Esta edition, May 14.

Eureka (Cal.) *Humboldt Standar* 8-page Better Homes Week secti April 30.

New Bedford (Mass.) *Sunday Stan ard,* Made in New Bedford Edition, t sections, Industrial and Textile Ne 28 pages, May 1.

Boston (Mass.) *Sunday Herald,* Hon Beautiful section edited by P. Irvi Schwarz, 16 pages.

Providence (R. I.) *Journal,* fashi supplement, Artgravure Section, eig pages.

FLASHES

What we can't understand is how Ne York picks out which of her murders s is going dippy over.—*Dallas News.*

Most of the 100-per-cent Americans f that valuation on themselves.—*Des Moin Tribune.*

We anxiously await news of the fir red-headed woman with six children wh swims the channel this year.

Probably the funniest thing that ha developed in our national politics lately the horified fear of the residue of t Ohio Crowd lest Tammany get hold of t Government and corrupt it.—*Columb Ohio State Journal.*

Correct this sentence: "Rich and poor said the cop, "I treat 'em all alike."— *Vancouver Sun.*

BRIGGS FEATURE PAGES

—can make new local lineage records for you. Our plan converts firms that have resisted every effort of your solicitors into regular advertisers in your paper.

Accounts developed under our plan involve absolutely no expense on your part.

THOS W. BRIGGS CO.
Columbian Mutual Tower
MEMPHIS, TENN

Said One Prominent Publisher to Another—

In a recent letter to the publisher of the London Daily Mail, Adolph S. Ochs, owner and publisher of the New York Times, said:

"The value of advertising, when properly safeguarded and selected with discrimination, cannot be over-emphasized for the newspaper reader. The advertising columns of a newspaper do not consist simply of sold space. To the greater bulk of readers they represent a vital source of news. They contain information which enters into the daily lives of the people and affects their interests frequently to an even greater extent than the news does. *Many advertisements your daily publishes are read by far more people than any single item of news is, but to secure this reading public the advertiser must make his announcements so interesting and* attractive *that they can compete successfully with news."*

The attractiveness of which Mr. Ochs speaks is largely secured for the New York Times, the London Daily Mail, and a big percentage of other leading dailies, by their use of the Ludlow system for setting ads and heads. With this system a large variety of styles and sizes of typefaces are always instantly available in any quantity and are cast fresh and new in slugs as needed for every ad. Display from the smallest sizes up to full-width 72 point, and even 84 point streamer lines, are cast on the Ludlow in bright, new faces and quickly delivered on the galley at the front of the machine ready for use.



Ludlow Typograph Co.
2032 Clybourn Avenue, Chicago
Boston: 470 Atlantic Avenue
New York: 63 Park Row
Atlanta: 41 Marietta Street
San Francisco: 5 Third Street

LUDLOW QUALITY SLUG COMPOSITION

ASK ME ANOTHER

1. What are the nine cities in the United States with the *largest daily newspapers?*

2. What newspaper recently conducted a state wide *spelling bee* in which more than 425,000 school children participated?

3. What is the only newspaper outside of New York, Chicago and Philadelphia that successfully *syndicates* its features to other metropolitan newspapers?

4. What daily newspaper has the *largest circulation*, except for St. Louis and Kansas City, between the Mississippi River and the Pacific Ocean?

5. What newspaper *covers its field*, which consists of an entire state, *more thoroughly* than any other publication covers any other similar sized territory in the world?

6. *How is it possible* for a newspaper published in a city of only 150,000 population to have a paid daily circulation above 230,000?

Answers on Page 44

WOMEN IN ADVERTISING AND JOURNALISM

Alicia Patterson Works for Daddy's Paper, the New York Daily News—Mrs. William Brown Meloney Returns from Flood District—Charlotte Mills Is on N. Y. Daily Mirror

ALICIA PATTERSON, daughter of Capt. Joseph Medill Patterson, is working for her father's newspaper, the *New York Daily News,* a tabloid. Miss Patterson, said to be only 18, is writing Sunday features under the direction of Miss Roberta Yates, the Sunday editor. At present she is ill and was not at the office this week, but for some time, it is understood, she has been covering Sunday feature assignments, with no little success.

Capt. Patterson has three daughters, Alicia, Elinor and Josephine. He has no sons. Elinor is interested in the stage and played part of the Nun in the Miracle, and has also played parts in stock.

Mrs. William Brown Meloney, editor of the Sunday Magazine of the *New York Herald Tribune,* returned this week from 13 days spent in the Mississippi flood zone with the Hoover Commission.

"Willing hands are needed down there," she declared on her return in an interview with EDITOR & PUBLISHER. "I did more work with my hands and feet than as a journalist.

"Dispatches in the papers cannot half describe the actual conditions. I saw a great many refugee camps numbering from 5,000 to 20,000 white people.

"One of the most interesting things I noticed was on a levee 60 feet wide and some miles long near Hard Times, Miss. Several hundred people gathered there could not do without news, and an enterprising publisher was printing daily bulletins on a small hand press."

Mrs. Meloney obtained stories from engineers on the job of flood control, an interview with Secretary of War Davis, and her own impressions of conditions in the disaster district.

It is not generally known that Charlotte Mills, daughter of Mrs. James Mills, slain choir singer of the Hall-Mills case, is now employed as a regular staff member of the *New York Daily Mirror.* At present she is assisting the contest editor.

Someone asked Philip A. Payne, managing editor, why he didn't exploit Miss Mills during the Snyder trial. He replied that in his opinion it wouldn't be good taste, the girl deserved a rest from publicity, and besides, if left alone, she would probably develop into a really efficient newspaper woman.

Helen M. Rockey, of the New York Edison Company, was re-elected president of the League of Advertising Women, New York, at the recent annual meeting. Other officers were also re-elected as follows: Anna M. McLean, of J. B. Woodward, vice-president; Emily E. Connor, Marchbanks Press, corresponding secretary; Mae Shortle, Rogers & Co., recording secretary, and Elsie E. Wilson, American Radiator Company, treasurer.

Sophie Alexander, for eight years advertising manager of Flint & Kent at Buffalo, N. Y., has joined the John Wanamaker store of Philadelphia. Miss Alexander was formerly president of the Buffalo League of Advertising Women and a delegate to the London convention of the International Advertising Association in 1924.

Miss Mildred D. Babbage is writing a series "Breckenridge County Women in Business" for the *Cloverport* (Ky.) *Breckenridge News.*

Ida Bailey Allen, home economics writer, delivered the first in her series of lectures this week for the National Radio Home-Makers' Club, under the auspices of the *New York American.*

Miss Esther Sechrist, society editor of the *Cincinnati Commercial Tribune,* resigned last week to do publicity work. She was succeeded by Miss Nell Freeman, formerly a newspaper woman of Birmingham, Ala., and Nashville.

A memorial tribute to the late Mrs. H. Effa Webster, dean of Chicago newspaper women, was given by Mrs. Addie Farrar Inman, president of the Chicago Press League, at its last meeting of the season last week. Mrs. Louise Barrett Chamberlin, a former president of the League, spoke on her new book, "Looking Back From Eighty-Five Years," at the meeting, which was in the form of a luncheon.

Emma Van Wormer, society editor of the *Albany Knickerbocker Press,* has resigned. She was society editor of the *Albany Journal* for several years.

CHAMBERLIN TO CHINA

William Henry Chamberlin, formerly of the *New York Tribune,* has been ordered to Shanghai, China, as correspondent of the *Christian Science Monitor.* Mr. Chamberlin has been Moscow correspondent of the Monitor for the last five years. He is a son of Ernest V. Chamberlin, a retired newspaper man now living in Sullivan County, New York. Chamberlin is a graduate of Haverford College, class of 1919. His grandfather, Major William H. Chamberlin, was for many years correspondent of the Associated Press at Cincinnati and was the dean in the Associated Press service at the time of his retirement.

WHAT'S WHAT IN THE FEATURE FIELD

King Features Gets Ruth Snyder's Story—Harcourt & Brace Now Syndicating Elmer Gantry—Philip A. Payne of New York Daily Mirror President of New Syndicate

"MY Own True Story, So Help Me God!" is the title King Features Syndicate, Inc., New York, has given to Mrs. Ruth Brown Snyder's autobiography, announced this week. The life story of the doomed woman now in Sing Sing's death house is scheduled for 31 daily instalments of about 2,000 words each. Jack Lait, who recently obtained an exclusive interview with Mrs. Snyder, is handling the autobiography.

Harcourt-Brace & Co., New York book publishers, has decided to syndicate "Elmer Gantry" to the newspapers itself, instead of selling the rights to an established newspaper syndicate. Raymond Everet is in charge.

Philip A. Payne, managing editor and vice-president of the *New York Daily Mirror,* is president of the Payne Newspaper Syndicate, which has opened up offices in the Tribune Building on Park Row, New York. Lieut. Col. Guy T. Viskniskki is general manager, assisted by Frank Carson, formerly managing editor of the *Chicago Herald and Examiner.* Viskniskki was at one time head of the Republic Syndicate in New York. During the war he was editor of the *Stars and Stripes,* and most recently has been general manager of the *Clarksburg* (W. Va.) *Telegram.* Features are now being developed and first releases will be announced shortly.

United Feature Syndicate, New York, has a new daily comic strip called "Young Buffalo Bill." It is drawn by Harry F. O'Neil, an artist on the staff of the *Baltimore Sun.*

Gilbert Irwin has written a series of articles for the International Syndicate, Baltimore, under the title of "Camping and Outdoor Life."

Fulton Oursler, Dana Burnett, Fannie Hurst, Sax Rohmer, Rita Weiman, Sam Hellman and Dorothy Canfield are among the contributors to the short story service of the Ledger Syndicate, Philadelphia.

John Held, Jr., artist and Westport, Conn., farmer, is now drawing a daily strip called "Merely Margy, an Awfully Sweet Girl," for King Features Syndicate, Inc., New York. He also does "Sentimental Sally," a Sunday page, for the same syndicate.

Harry B. Baker, general manager of P. & A. Photos, is at present in Europe visiting the Continental bureaus of his service.

now

195,000 Daily
425,000 Sunday

And The largest home-delivered circulation of any paper in its territory

Los Angeles Examiner

Covers Every Agency and Advertiser

A Correction

Editor & Publisher issue of May 7th stated that the Advertising Checking Bureau of New York and Chicago were serving 377 newspaper subscribers, whereas the copy should have carried the same total as several previous issues—namely 400 subscribers. As a matter of actual fact the checking proof service of this concern is now being used by 412 newspapers thruout the country.

NOW—412 subscribers

The Advertising CHECKING BUREAU Inc.

79 Madison Ave. NEW YORK — 538 So. Clark St. CHICAGO

We are pleased to announce the election of

NIGEL CHOLMELEY-JONES

and

HERBERT L. HASKELL

as

Vice-Presidents of our organization

Paul Block Incorporated

PAUL BLOCK, *President*
CHARLES J. BOYLE, *Vice-President*
HERMAN G. HALSTED, *Vice-President*
ARTHUR F. THURNAU, *Vice-President*
NIGEL CHOLMELEY-JONES, *Vice-President*
HERBERT L. HASKELL, *Vice-President*
CORNELIUS A. REGAN, *Secretary*
MAX BLOCK, *Treasurer*

ASK YOUR OPTOMETRIST

about the vital importance to legibility of the correct proportion of the small lower case letters to the descending and ascending letters.

The height of the small lower case of ordinary newspaper faces in use to-day is about *two-thirds* the height of the capital letters.

The Intertype designers increased the height of the small lower case very slightly—just enough to thicken hairlines and maintain sufficient openness in certain letters.

But the Intertype lower case is not enlarged to the point of *absorbing* the ascenders and descenders thus destroying balance and contrast so essential to easy reading. This is an important feature in legibility because 90% of the words in English contain ascending and descending letters.

The Intertype Ideal News face retains all of those fundamental characteristics of individual letters which have long been accepted as indispensable to legibility. A familiar face was re-designed along conventional lines.

Like an old friend, a familiar, accepted type face wears well on the eyes and reads easy. Ask your optometrist.

Intertype IDEAL News Series

8 POINT ON SOLID SLUG

The Intertype News Series is meeting the approval of all those who believe that types should be made for the needs of the newspaper reader. The qualities which make the Intertype News Series easy to read are not free from the usual mannerisms of the standard newspaper type faces.

It's Familiar and Friendly.

The Intertype News Series conforms to the familiar and friendly design to which the majority of newspaper readers are accustomed, and yet gives a clearness to print which is not to be had by the use of ordinary lightface type. Intertype established the fact that easy to read type is familiar type. Unfamiliar type quickly tires the eyes. Intertype then set about to improve familiar type. The changes from old standards were, in most instances, not of great importance but most of them were in directions that have heretofore been avoided by type makers. The hairlines of Intertype News Series show a distinctly visible thickness. The serifs were shortened and bracketed, and

8 POINT ON 8½ POINT SLUG

The Intertype News Series is meeting the approval of all those who believe that types should be made for the needs of the newspaper reader. The qualities which make the Intertype News Series easy to read are not free from the usual mannerisms of the standard newspaper type faces.

It's Familiar and Friendly.

The Intertype News Series conforms to the familiar and friendly design to which the majority of newspaper readers are accustomed, and yet gives a clearness to print which is not to be had by the use of ordinary lightface type. Intertype established the fact that easy to read type is familiar type. Unfamiliar type quickly tires the eyes. Intertype then set about to improve familiar type. The changes from old standards were, in most instances, not of great importance but most of them were in directions that have heretofore been avoided by type makers. The hairlines of Intertype News Series show

8 POINT ON 9 POINT SLUG

The Intertype News Series is meeting the approval of all those who believe that types should be made for the needs of the newspaper reader. The qualities which make the Intertype News Series easy to read are not free from the usual mannerisms of the standard newspaper type faces.

It's Familiar and Friendly.

The Intertype News Series conforms to the familiar and friendly design to which the majority of newspaper readers are accustomed, and yet gives a clearness to print which is not to be had by the use of ordinary lightface type. Intertype established the fact that easy to read type is familiar type. Unfamiliar type quickly tires the eyes. Intertype then set about to improve familiar type. The changes from old standards were, in most instances, not of great importance but most of them were in directions that have heretofore been avoided by type makers. The hair-

Intertype matrices will run in other slug-casting machines

Write nearest branch for larger specimens

Standardized INTERTYPE TRADE MARK

Designed in 5½, 6½, 7 and 8 Point

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Bldg.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 S. Main St.; *Boston* 80 Federal St.; *London; Berlin*

BUILDING NEWSPAPER CIRCULATION

**"Name the Baby" Contest is New One on New York Daily News—
Brooklyn Eagle Tries a Game Called "I Predict"—
In Watertown They Start Pumpkin Planting**

EDWARD DOHERTY, star feature writer, is turning out the daily copy on a "Name the Baby" contest, the *New York Daily News'* latest contribution to the gayety of Manhattan, Brooklyn and the Bronx.

Baby Sloan was born in a Brooklyn hospital May 14. The Daily News paid Mrs. Ethel Elizabeth Sloan, whose husband died before the baby's birth, $1,000 for the privilege of letting its readers vote on a suitable name for the boy.

Hundreds of votes have come into the News office. The name receiving the largest number of votes will be given to the child.

Latest attempt to find a substitute for the cross word puzzle craze is under way on the *Brooklyn Eagle,* which this week started a game under the patented title, "I Predict."

Harris M. Crist, managing editor, thinks it is better than cross words, as far as newspaper promotion is concerned, because, in order to play the game one first must read the daily paper.

Every day the Eagle is publishing a list of 10 doubtful predictions covering the probable news developments of the next day. It is then the readers' job to decide how the predictions will turn out and give reasons for the decision. Prizes aggregating $150 are being awarded each week.

The "I Predict" published May 17 included the following conjectures:

"Mrs. Judd Gray Will Visit Her Husband"; "Robins Will Score Five Runs Against Pittsburgh Buccaneers"; "Brooklyn Plumbers' Strike Will End"; "Lindbergh Will Be Off In Trans-Atlantic Flight"; "U. S. Steel New Common Will Sell at $12 a Share on New York Exchange"; "Maximum Temperature, New York, will Be 68."

Beneath each conjecture a Yes and No are printed and readers are asked to underline their choice and give one reason why.

The *Watertown* (N. Y.) *Times* has arranged to distribute pumpkin seeds to its subscribers. In connection with the stunt the Times will conduct an exhibit in the fall awarding prizes to those who have grown the largest pumpkins from the seeds. It is claimed that pumpkins weighing as much as 100 pounds can be raised. Instructions will be given by the Times in pumpkin cultivation.

New York Daily Mirror is offering $2,500 in cash prizes to winners of "Horseplayers," described as "a game for race track fans to play."

The *Lawrence* (Mass.) *Telegram and Sunday Sun* is offering free gasoline to automobilists whose numbers are picked at random. These numbers are being published one a day. Owners of machines are requested to take a copy of the paper containing their number to a certain gasoline station selected by the newspaper.

The *Columbus* (O.) *Ohio State Journal* is now issuing a "Night Green" edition. It goes on the street every night at nine o'clock and carries up-to-the-minute sports, stock quotations and gossip and all other general news.

When the *Albany* (N. Y.) *Times-Union* started a new sports edition on May 16, a band was hired to herald the event and the first issue contained greetings from the Mayor.

Carrier boys from two New England cities may meet in New York over Memorial Day. Winners in a contest being conducted by the *Worcester* (Mass.) *Evening Post* are to be brought to Gotham by James T. Kelly and Israel Isenberg, while John Mackay of the *New Bedford* (Mass.) *Times* will escort a group from his paper. About 20 are coming from the Post and 50 will represent the Times.

Fall River (Mass.) *Globe* gained interest recently through a fly-swatting contest. A prize of $1 each was paid the first three children under 15 to bring in the "dead bodies."

Photographs of the completed Bear Lake Beach hotel, at the north woods resort in Michigan of the *Chicago Daily Journal,* were exhibited at the annual outdoor show in the Coliseum, Chicago.

The hotel, which is now ready for occupancy, will be formally opened May 28. Thousands of visitors at the outdoor show called at the Journal booth for information about the new hotel and the lots at Pine Ridge, the Journal's new north woods division, which are being sold to readers at very low rates, in conjunction with subscriptions to the paper.

In an effort to build up a strong state circulation over the obstacle of poor train service, the *Milwaukee Journal* has organized a truck delivery system for 200 towns within a radius of 150 miles of the city. The Journal is an afternoon daily.

A fleet of large trucks has been purchased by the Journal for the new suburban and statewide service. Under the new arrangement, thousands of present subscribers who have been receiving an early edition will get a later one (the home) and many who have been getting the Journal by mail the next day will now receive it the same afternoon or early evening. The new scheme will enable The Journal to offer better competition to the morning newspapers.

At present between 8,000 and 10,000 papers will be carried daily by the trucks and 40,000 on Sunday.

First district tests for gold medal winners of the Annual Greater Chicago Children's Piano Playing Tournament, sponsored by the *Chicago Herald and Examiner,* are now under way. Thirty-two contestants will compete in each of three tests—all gold medal winners entered in the first division. Four winners will be chosen at each test as district winners. The semi-finals in the contest will be staged the latter part of May.

PLANNING SUNDAY TABLOID

A new tabloid Sunday newspaper for Duluth, Minn., the *Examiner,* is being planned by H. Cohen, First National Bank Building, Duluth. Distribution will be free for the first few months until a circulation is established, Mr. Cohen has stated.

252,760

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

April, 1927

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of April, 1927, was 198,302.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

Circulation of impressive *permanence*

Readers of The Indianapolis News of ten, twenty, thirty or even forty years' standing are not rare.

News readers may read other newspapers *occasionally.* They read The News *every day.* They may miss another newspaper without any great sense of loss, but on those rare occasions when a carrier does miss a subscriber, The News circulation department gets complaints of such vigor and intensity that we know that missing a copy of The News is little short of a calamity!

This permanence of circulation is invaluable to an advertiser.

It means that advertisements number two, twenty and two hundred, will have the same interested, loyal audience that advertisement number one in the series had.

There is little loss, no waste, in readers who have transferred their newspaper affections elsewhere in the middle of your schedule.

Permanent markets are built from permanent circulations like this.

The Indianapolis NEWS

Frank T. Carroll, *Advertising Director*

New York Office
Dan A. Carroll
110 E. 42d Street

Chicago Office
J. E. Lutz
The Tower Bldg.

At the Convention!

THE newspaper publishers' convention just held in New York, was the first convention since the McCoy Daily Health Articles have been on the market. It was the publishers' first opportunity to get together and exchange confidences and views on what the service is doing for the various papers.

Over 150 leading papers are today carrying the McCoy Daily Health Articles, and executives of those papers mixing around at the convention, have done more in the past few days to sell the McCoy Health Service than our entire efforts in the past six months.

In the convention hall, in the hotel corridors, and in the dining room, the actions and reactions of the McCoy Health Service were frankly discussed. Publishers who carry it were asked one after the other what is the effect upon readers and what attention if any did they pay to professional jealousies or criticisms, and the frank reply in each and every case was that such attempted criticisms were dwarfed and meaningless in face of the actual good Dr. McCoy was doing for readers and the good the Service was doing for the Newspaper.

It was the finest thing that ever happened to the McCoy Health Service; because these questions, these discussions, developed a new viewpoint on the part of the publishers, and developed a consciousness of the publishers opportunity for real health improvement among their readers. PUBLISHERS POURED INTO THE McCOY BOOTH AT THE CONVENTION AND VOLUNTARILY TOLD US HOW PLEASED THEY WERE WITH THE SERVICE AND WHAT WONDERFUL GOOD DR. McCOY WAS DOING FOR THEIR READERS. FURTHER, IN ALMOST EVERY CASE, THE PUBLISHER VOLUNTARILY GAVE US NAMES OF OTHER PUBLISHERS AND EDITORS WITH WHOM THEY WERE FRIENDLY, AND TOLD US OF HAVING RECOMMENDED THE SERVICE.

We appreciate this because the McCoy Daily Health Articles actually show people how to gain and retain health, and throughout America and Canada are doing tremendous good. Ask the editor who carries this service. He is the greatest of all representatives and exponents of the McCoy Health Service and all it stands for.

In 6 Months

Over one hundred and fifty leading newspapers in the United States and Canada have taken on the McCoy Daily health articles. Such phenomenal progress has brought forward the admiration of Publishing America. It is talked of from Coast to Coast.

Such Facts Need No Coloring

Such enthusiasm as expressed by members of these newspapers as to what the McCoy Health Service is doing is a judgment that must be heeded.

150 Newspapers in 6 Months!

McCoy Health Service

BRACK SHOPS BUILDING

Los Angeles - - California

Write or Wire Today

McCoy Health Service
Brack Shops Bldg.,
Los Angeles, Calif.

Gentlemen:

Please send us Fullest Particulars and Price

Paper .....

City & State .....

Your name and title .....

CHARLES C. BALDWIN

Publisher and Treasurer of Old Worcester Spy Dies at 92

Charles Clinton Baldwin, 92, for 33 years publisher and treasurer of the old *Worcester Daily Spy*, since discontinued, died May 6 at his home in Worcester, Mass. Mr. Baldwin was born in Woodstock, Conn., son of John Denison Baldwin, who left the Congregational ministry to become founder of the *Hartford Republican*, and later to found the *Boston Commonwealth*.

In his father's newspaper office Charles Clinton Baldwin learned the business. He came to Worcester in 1859 with his father and brother to take over the Daily Spy. Under this leadership the Spy became one of the nationally influential papers in the period following the Civil War. When the Spy passed out of the Baldwin family, in 1892, Charles Clinton turned to seclusion in his library and garden, and was known as an expert in horticulture and antiquarian research.

ALVAH P. FRENCH

Founder of Mount Vernon (N. Y.) Argus and White Plains Paper Dies

Alvah P. French, 60, founder of the *Mount Vernon* (N. Y.) *Daily Argus* and its editor for 12 years, died May 14 at his home in Port Chester, N. Y. Mr. French devoted a large share of his life's work to a study of the history of Westchester county. He was a curator of the Westchester County Historical Society and owner of French's Atlas Literary Shop, which has back numbers of magazines and newspapers covering more than 100 years.

After founding the Mount Vernon Argus, later purchased by F. A. Merriam, Mr. French established the *White Plains Reporter*, which he also later sold.

GEORGE A. SCHOFIELD

George A. Schofield, Jr., 37, publisher of the *Ipswich* (Mass.) *Chronicle*, died at his home May 15. He succeeded to the management of the Chronicle a year ago on the retirement of his father, George A. Schofield, lawyer and ex-state senator, who survives him. At the time of his death the junior Schofield was a member of the Boston Press Club and the Essex County Press Club. He was also at one time a correspondent for the *Boston Globe*.

JOHN T. RONK

John T. Ronk, editor of the *Newburgh* (N. Y.) *Journal* for several years prior to the sale of that paper by former Governor Benjamin B. Odell, in 1917, and its merger with the *Newburgh News*, died May 18. He was fifty-seven years old. He suffered a paralytic stroke ten weeks ago. After the sale of the Journal Mr. Ronk was Mr. Odell's secretary for several years.

WILLIAM A. CARPENTER

William A. Carpenter, night telegraph editor of the *Buffalo Evening News* for several years, died in Washington May 18. He had been employed by newspapers in St. Louis, New York, Binghamton and several other cities.

JOHN E. SANFORD

John E. Sanford, veteran newspaper man, died at his home in Fredonia, N. Y., May 18. Mr. Sanford began his newspaper career under the late Lewis McKinsley,, of the *Fredonia Censor*, and had worked on New York, San Francisco, Chicago, Washington and Detroit papers.

MITCHELL ESTATE $766,131

An estate of $766,131 was left by Charles William Mitchell, former newspaper publisher and prominent Ottawa citizen, who died last January. His will was probated today. The personal property is valued at $462,531, and the realty at $303,600. The entire estate goes to his eight children, each receiving $95,766.

WALLACE H. JOHNSON

Wallace H. Johnson, veteran newspaper publisher, who a month ago sold the *Salina* (Kan.) *Sun*, died May 14 at the home of his daughter, Miss Jessie Johnson, Salina, Kan. Mr. Johnson had been in the publishing business 69 years.

Obituary

CHARLES COLBROOK SHERMAN, at one time religious editor of the New International Encyclopedia, died May 9 at New Rochelle, N. Y. He once was a member of the *Syracuse* (N. Y.) *Journal* staff.

ROBERT ORR, stereotyper on the *New York World*, died from a paralytic stroke Wednesday morning as he was leaving his work. He died before the arrival of an ambulance physician.

MRS. JULIA C. ALVORD, 64, wife of Thomas G. Alvord, Sr., for many years dramatic editor of the *Syracuse* (N. Y.) *Herald*, died May 8 at the House of the Good Samaritan in Glens Falls.

SUNSHINE ALICE BLACKBURN, newspaper woman, many years ago associated with her father, Walter Wightman, in publishing the *Bethany* (Mo.) *Republican* and other newspapers, died May 13 in her home in Elk City, Okla.

JOHN WEILER, 75, publisher of German language newspapers at Reading, Pa., died at his home there after an illness of a year. He was a native of Germany and located in Reading in 1872. He was for years editor of the *Reading Post* and finally became its owner. Some years ago Mr. Weiler discontinued issuing the Post and devoted his time to job printing and book work.

MRS. SUE ELIZABETH WRENN, 62, the mother of Henry S. Wrenn, managing editor of the *Pensacola* (Fla.) *Journal*, died recently at her home in Greenville, S. C. Mr. Wrenn was with his mother when she died. Before joining the staff of the Pensacola Journal, Mr. Wrenn was for four years connected with the *Greenville News*.

MRS. AURELIA WHITMORE GREEN died at Medina, O., May 5. She was the mother of Charles C. Green, president of the New York Advertising Club, and head of the Charles C. Green Advertising Agency.

CHICAGO PRINTING EXHIBIT

The first exhibit of fine printing produced in Chicago, under the auspices of the Chicago chapter of the American Institute of Graphic Arts, will be opened May 24, with a dinner meeting at the Art Institute. More than a hundred Chicago printers, advertising agencies and artists have entered specimens of their work.

PANAMA DAILY SUSPENDS

The *American Daily of Panama* suspended publication April 30. The paper was established Oct. 7, 1925, and had a circulation of about 3,000, chiefly in the Canal Zone.

Automatic Stereotype Plate Handling Equipment, Automatic Roll Paper Lifts, Roll Paper Trucks, Track, Turntables, Switches, Bundle Lifts.

Sold by

The Cline Electric Mfg. Co.
Conway Bldg., Chicago, Ill.

The Capital Lift & Mfg. Co.
Manufacturers Columbus, Ohio

Announcing—

—for the special attention of the CLASSIFIED ADVERTISING MANAGER

A New Classified Checking Proof Service

On May 1st we privately announced to our present list of over 400 subscribers, the establishment of a *new* service—one that would solve the Classified Manager's checking problems, in the same successful manner that our Display Service solved the problems of the Foreign Advertising Departments.

Sixty-two publishers accepted this new service at once. Then our work began and in the short course of three weeks we have direct evidence that our simple practical plan of service IS the solution that will prove of direct value to the publisher, the agency and the individual advertiser.

With this service plan in operation, we guarantee to relieve the publisher's office of all detail work as well as save him considerable expense in sending out his checking proofs. Our service will cover EVERY checking requirement of BOTH the agency *and the Advertiser*.

The service is NOW being offered on a TWO MONTHS' trial test basis. We will gladly submit full details before your acceptance is considered, and if accepted on this trial test basis, you will be given absolute assurance that there will be *no charge* for the test, unless the service is continued, which continuance will be at the discretion of the publication.

The Advertising CHECKING BUREAU *Inc.*

79 Madison Ave. NEW YORK — 538 S. Clark St. CHICAGO

Are You Willing to Give Your Readers What They Want?

If you believe in giving your subscribers the kind of paper they want to read, will you make this test? Run in your paper a questionnaire similar to one shown below and let the majority decide. The nearest Linotype Agency will be glad to send you slugs of the sample column set in Ionic in this or any other wording you wish to use.

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

Which Is Easier to Read?

Column One
THE OLD TYPE

These two columns of type, containing exactly the same wording, are set in two different kinds of type. The first column is set in the type we are using now. The second column is set in a new type called Ionic No. 5, recently brought out by the Mergenthaler Linotype Company after long study and experiment to develop a type for newspapers which could be read more easily and with less eye strain.

We are willing to change to the new type if our readers want it. It is up to you to decide. Write to the editor or use the coupon for convenience in registering your choice.

Column Two
THE NEW TYPE

These two columns of type, containing exactly the same wording, are set in two different kinds of type. The first column is set in the type we are using now. The second column is set in a new type called Ionic No. 5, recently brought out by the Mergenthaler Linotype Company after long study and experiment to develop a type for newspapers which could be read more easily and with less eye strain.

We are willing to change to the new type if our readers want it. It is up to you to decide. Write to the editor or use the coupon for convenience in registering your choice.

TO THE EDITOR

I Prefer to Read ☐ Column One (Old Type)
☐ Column Two (New Type)

Name .....

Street Address .....

City or Town ..... *State* .....

NOTYPED IN GARAMOND

530.27.S-P

CLASSIFIED ADVERTISING

Program Plans of Classified Association Announced—Kansas City Journal-Post Prints Sermonette on Blotter—Mulhern Entertains "Old Timers Classified Club."

AN address on the value of classified to a newspaper to be delivered by some well-known newspaper publisher or business manager who is a classified enthusiast will be a feature on the program of the annual convention of the Association of Newspaper Classified Managers Association to be held in Denver, June 27-28.

Round table discussion will center about the four sources from which newspapers obtain classified advertisements, over the counter, by telephone, by personal solicitation, and by mail.

J. A. Finneran, *New York Times,* will be chairman presiding over the discussion on counter business. Some of the questions to be taken up under this heading will be:

"Is it more advisable to have men or women wait on front counter? Which is most economical? Which renders quickest service?"

"What sort of information regarding your newspaper is in the hands of counter help to pass on to counter patrons? How are promotion ads used at front counter? Is cash discount given over counter? How much and why? Does discount aid counter help to obtain more space and more insertions?

Chairmen of the discussion on telephone business will be W. W. Murdock, *Detroit Free Press* and A. R. Kochler, *Chicago Tribune.* Mr. Murdock will lead consideration of problems connected with the soliciting room, while Mr. Kochler will take up questions affecting the voluntary telephone room.

John Irvin, of the *New York American,* will head round table discussion of direct mail as used by classified managers, while Harry Gwaltney of the *Milwaukee Journal* will be chairman on the topic of personal solicitation.

For part of the convention period the association will be divided into two groups for the large newspapers and the small newspapers, with H. J. Moehlman of the *Baltimore Sun* presiding over the former, and R. E. Ballou of the *Peoria Star,* the latter.

Charles Nax of the *St. Louis Globe-Democrat* is association president.

Tom Mulhern, newly appointed advertising manager of the *New York Telegram,* entertained members of "The Old Timers Classified Club" at a luncheon at the Advertising Club, Wednesday, May 18. The members presented Mr. Mulhern with a Gladstone bag. The presentation speech was made by Bill Kernahan, display classified manager, *New York American.*

Those present included Thomas Mulhern, Bill Metz, classified manager, *New York Graphic;* Lou Heaton, classified manager, *New York Herald Tribune;* Bill Fowley, classified manager, *Brooklyn Times;* Joe Kesler, president, Everite Advertising Agency; and W. E. Kernahan.

Mulhern was recently promoted from classified manager of the Telegram to advertising manager. Before joining the Telegram he was classified advertising manager of the *Brooklyn Eagle.*

A handy blotter with the following sermonette on the classified ad was distributed last week by the *Kansas City Journal-Post.*

I am extremely modest, but I am admitted into the personal life of potentate or the most humble.

No home is too magnificent for me to serve; none too humble.

I am extremely personal, but absolutely safe and confidential.

Although I am selfless, I accomplish great things and do so silently, inconspiciously and effectively.

I serve all classes.

I honor all men.

The secret of my sucess is that I fill the acute need of people everywhere.

I cost but little.

I have linked fortune with fortune.

I have united scattered families.

I am a globe trotter and a stay-at-home.

Do you know me?

I am a Journal-Post want ad.

"Everything from A to Z" is the name given to a new classification started by the *New York Herald Tribune* last Sunday, May 14. It is scheduled to run weekly, made up of 26 advertisers with one letter of the alphabet leading off each advertiser's space.

L. L. Heaton, classified manager, said the idea was not hard to sell. It took his salesmen only a week to get it underway. Z was hardest to sell, he declared, but it finally went to a public stenographer named Zeitlin.

The *Albany* (N. Y.) *Times-Union* is introducing its classified advertisers to a personality in charge of a new night service. Promotion ads on page one announce: "Miss Harper at your service anytime from 6 o'clock until 11 o'clock in the evening to take small ads."

Harry L. Ward has resigned as manager of the classified advertising department of the *Long Beach* (Cal.) *Sun* and will return to advertising work in Los Angeles.

William H. Hershey, manager of classified advertising for the *Cincinnati Enquirer,* is back on the job again after having recovered from a major operation.

The *Saratoga Springs* (N. Y.) *Saratogian,* in a page one box, likens its classified ad service to television, calling attention to results achieved by Fred Reagan in getting a lost motor meter returned twenty minutes after the paper appeared with his "lost and found" ad.

REPRESENTING THE DAILIES

APPOINTMENT of Nigel Cholmeley-Jones and Herbert L. Haskell as vice-presidents of Paul Block, Inc., was announced this week.

B. A. Ohlander, formerly advertising manager of the *Great Divide,* has opened offices as a publishers' representative at 617 C. A. Johnson Building, Denver, Col. He claims to be the first publishers' representative to cover the field of Colorado, Wyoming, New Mexico and Utah.

Frederic A. Kimball, of Lindenstein-Kimball, Inc., New York, addressed the members of the Lions Club of Sharon, Pa., on May 17.

HOWELL & THOMAS
3868 CARNEGIE AVE.,
CLEVELAND, OHIO,
ARCHITECTS AND
ENGINEERS OF NEWS
PAPER PRODUCTION
PLANTS - - - - - -

CLEVELAND PRESS
PITTSBURGH PRESS
HOUSTON PRESS
ROCHESTER TIMES
UNION

An organization combining newspaper production engineering with experienced architectural training.



The metropolitan touch in your news columns

BIG-CITY training has been the making of many a successful newspaper man. Without such training, a good man is still good—no one claims that metropolitan experience is indispensable. Yet most editors will agree that a few years' apprenticeship on one of the great dailies of New York, Chicago, St. Louis or San Francisco is one of the most broadening and formative influences to which an embryo newspaper man can be subjected.

To men whose experience has been restricted—men who are making good in the newspaper world but who would like to "make better"—the Newspaper Institute of America's course in big-city journalism will come as an unusually interesting opportunity. To the editor or publisher who wants to see the men on his staff advance to a higher standard of excellence and who wishes to improve the tone of his news columns, this course offers a logical means of attaining both ends.

Not a course—a reproduction of actual conditions

"Course" is perhaps the wrong word for Newspaper Institute training. What the N. I. A. method does is reproduce—as near as is humanly possible—the actual conditions under which a man works when he is attached to the staff of a great metropolitan daily. There are:—

1. Talks (not lectures) by some of the foremost newspaper editors and writers in the country. These talks sum up what a beginn would pick up from the hints a suggestions of the older membe of a newspaper staff—and fr "call-downs" by his superiors.

2. Typical important assig ments to be covered and written u

3. Individual criticism of eve piece of copy submitted—by t Copy Desk of the Institute. group of men with 182 years newspaper experience behind th are cooperating in the Institu instruction. Every sentence th the student writes is as carefu corrected and edited as if it we destined to appear in the pages one of the great New York daili

Examine this course—without obligation

We believe that metropolit training, coming straight from m now actively engaged in newspap work in the metropolis, will h any newspaper man do better wo and make his newspaper bett None is too expert and none t green to derive real advanta from it.

The cost either to the staff a group or to individual students trifling—low enough to permit ev a small newspaper to give it several or all of its men.

Let us send you sample sectio of the course. Give them yo most critical scrutiny. And then b fore enrolling you'll know just wh you can expect. Coupon for co venience.

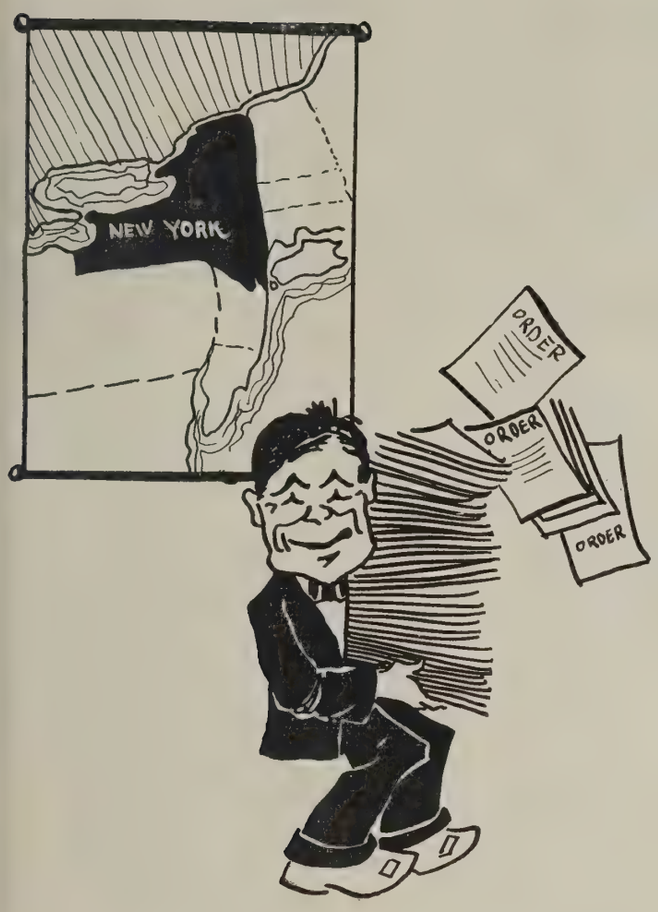
Newspaper Institute of America
Approved as a correspondence school under the laws of the State of New York
25 West Forty-fifth Street, New York

Newspaper Institute of America
25 West 45th Street, New York
James McAlpin Pyle, Pres.
Please let me examine your course without obli gation, as promised in EDITOR AND PUBLISHER

Name.....
Title.....
Newspapers.....

Are you out for more Business?

NEW YORK STATE will give it to you—



You rarely hear of dull times or slack business conditions in the New York State Market. Regardless of what conditions may exist outside of the State there is always plenty of business to be obtained here if you go after it.

The Empire State is so rich in diversity of industry—in agriculture—in commercial enterprises—in shipping—and business is done on so large a scale that the people of this State have no time to think of hard times.

New York State is not a local market. It is international in scope. It produces products for the entire world. It receives shipments from every foreign port. Its people are always occupied either in production or distribution. Therefore their incomes are never curtailed.

This is the reason why the Empire State offers the greatest wealth—the greatest buying power and the highest living standards.

If you want more business come to New York State. These newspapers listed below can help you reach the very people who will buy your product.

		Circulation	2,500 Lines	10,000 Lines
**Albany Evening News	(E)	44,444	.13	.13
**Albany Knickerbocker Press	(M)	35,073	.12	.12
**Albany Knickerbocker Press	(S)	57,320	.17	.17
**Amsterdam Recorder-Democrat	(E)	7,845	.04	.04
††Auburn Citizen-Advertiser-Journal	(E)	10,295	.065	.055
**Brooklyn Daily Eagle	(E)	77,991	.24	.24
**Brooklyn Daily Eagle	(S)	90.532	.24	.24
**Buffalo Courier Express	(M)	110,686	.22	.22
**Buffalo Courier Express	(S)	161,164	.30	.30
**Buffalo Evening News	(E)	149,773	.25	.25
**Buffalo Evening Times	(E)	109,285	.21	.21
**Buffalo Sunday Times	(S)	128,158	.21	.21
**Corning Evening Leader	(E)	9,029	.05	.05
**Elmira Star-Gazette Advertiser	(E&M)	34,213	.11	.11
**Freeport Daily Review	(E)	10,480	.05	.05
**Geneva Daily Times	(E)	5,627	.04	.04
**Gloversville Leader Republican	(E)	7,177	.035	.035
††Ithaca Journal-News	(E)	7,711	.05	.05
**Jamestown Morning Post	(M)	11,705	.04	.035
**Mount Vernon Daily Argus	(E)	9,866	.05	.05
**Newburgh Daily News	(E)	12,506	.06	.06
**New Rochelle Standard-Star	(E)	8,458	.04	.04

		Circulation	2,500 Lines	10,000 Lines
**The Sun, New York	(E)	265,440	.65	.60
**New York Times	(M)	375,249	.80	.784
**New York Times	(S)	653,427	1.00	.98
**New York Herald-Tribune	(M)	289,674	.6435	.624
**New York Herald-Tribune	(S)	366,220	.693	.672
**New York World	(M)	302,199	.595	.58
**New York World	(S)	593,383	.72	.58
**New York Evening World	(E)	305,746	.505	.69
**Niagara Falls Gazette	(E)	21,817	.07	.07
**Port Chester Item	(E)	5,065	.045	.035
**Poughkeepsie Star and Enterprise	(E)	13,411	.06	.06
**Rochester Times-Union	(E)	73,856	.21	.20
**Troy Record	(M&E)	22,426	.07	.07
††Watertown Standard	(E)	17,825	.07	.07

** A. B. C. Statement, March 31, 1927.

*** Merged as Buffalo Courier-Express, June 14, 1926.

†† Government Statement, March 31, 1927.

ADVERTISING AGENCY AFFAIRS

How Agency Man Is Studying Newspapers as Advertising Media—A. H. Packer Joins the Buchen Company—Agency Incorporated in Cleveland

AN impressed observer, by his own statement of the growing trend toward newspaper advertising, is Charles W. Hoyt, president of Charles W. Hoyt, Inc., New York advertising agency.



CHARLES W. HOYT

"Easily half of our business is placed in newspapers," Mr. Hoyt said this week in an interview with EDITOR & PUBLISHER. "There is no question about it that this medium is doing the selling job well, very well, indeed."

Mr. Hoyt recently had the opportunity of studying newspapers in their home town environments. He realized, he explained, that it was bromidic to say that "travel broadens one," but that is exactly what he had to say when he returned to New York not long ago from a transcontinental tour during which he had a close-up view of the nation's daily press.

"Agents would do well to take frequent trips around the country to find out how the different local newspapers are serving their communities," he said. "It is impossible to obtain this information satisfactorily second-hand. Some 500 newspapers come into our office here every day. I suppose the publisher of each one thinks his is read regularly. Obviously, that is impossible.

"I have copies of six different out-of-town newspapers brought to me each day, and I read through them carefully.

"I read the advertisements most carefully. I want to see what accounts are placing heavy business in the newspapers. I want to see how the newspapers are printing the national advertising copy.

"By reading these papers I try to get the local touch. In New York we are too far away from the hinterland. We are apt to forget what the people there are thinking about.

"My ration the other day, for example, included newspapers from Atlanta, Ga., San Francisco, Bethlehem, Pa., and Pittsburgh, Pa. I looked at the national advertisements in these papers first. Then I looked to see what outstanding editorial features they were carrying, to see to what class of people they were aiming to appeal. And I also looked at the local moving picture advertisements to see what pictures were playing in these cities.

"Reading these papers this way is a revelation to the provincial New Yorker. There is no doubt about it, newspaper advertising is growing bigger and better all the time.

"And if newspapers are anxious to get more advertising and make more money for themselves, I believe they ought to refrain from negative salesmanship and increase their positive promotion. By negative salesmanship I mean attacks on press agentry. I think that issue is a dead one today. I know we haven't any customers looking for free publicity in the newspapers. By positive promotion I mean the spreading of constructive information on the best methods of using newspaper space."

A. H. Packer has joined the copy staff of the Buchen Company, Chicago advertising agency. He was formerly editor of *Motor Age*, and prior to that was engaged in service and engineering work in the automotive division of the Westinghouse Electric and Manufacturing Company, East Pittsburgh, Pa. Mr. Packer has written extensively on automotive subjects, and is author of a text book, "Electrical Trouble-Shooting on the Motor Car."

E. S. Diamond, a former president of the Advertising Club of Salt Lake City, Utah, will open an advertising agency under his own name shortly in Salt Lake City.

The Advance Advertising Corporation, of Cleveland, has been incorporated with 500 shares of no par value stock.

The Blaine-Thompson Company's advertising firm of Cincinnati is using whole pages in the Cincinnati newspapers, pointing out the firm's facilities for serving clients. This firm was established in 1901. Myer Lesser is president and treasurer; Edgar K. Woodrow is vice-president; J. L. Clough is second vice-president; and A. L. Pope is secretary.

The Z. L. Potter Company, advertising and sales counsel, of Syracuse, N. Y., is now established in its new offices in the new Syracuse Building, 212 Harrison street.

T. H. Yull, of Toronto, was elected president of the Canadian Association of Advertising Agencies at the annual meeting held in Toronto May 16. Matters of interest to advertising agencies were discussed and, in particular, ways and means of bringing to the attention of the public the value of national advertising.

DAILY WARNING PUBLIC

Beginning in its issues last week, the *Kansas City Journal-Post* preceded all crime and accident stories with three word captions, such as "Crime Never Pays" and "Accidents Are Avoidable."

OHIO A. P. EDITORS MEET

Payne Re-elected President—Mills Describes Russian Situation

Members of the Associated Press Editors of Ohio at their annual meeting in Columbus, May 12, elected George M. Payne, telegraph editor of the *Cincinnati Times-Star*, president. Payne was re-elected, as were Richard Cull, editorial director of the *Dayton Daily News*, vice-president, and L. R. Penn, Ohio correspondent of the Associated Press at Cleveland, secretary-treasurer.

The 1928 meeting will be held in Akron, the members accepting an invitation from Charles L. Knight, editor of the *Beacon-Journal*, of that city.

Memorials of respect were adopted for the late Robert F. Wolfe of the *Ohio State Journal* and *Columbus Evening Dispatch*, and George M. Taylor, one of the owners of the *Portsmouth Sun*.

Among the speakers at the session were Edgar T. Cutter, superintendent of the Associated Press, central division; Erie C. Hopwood, editor, *Cleveland Plain Dealer*.

James A. Mills of the Associated Press European service, formerly corresponder at Moscow and booked to head a new Balkan bureau of the A. P., discussed the situation at present in Russia and the Balkan states.

PHOTO SPEED STUNT

Joseph Barrios, photographer for the *Queens County News*, Jamaica, Long Island, performed a speed feat last Sunday at the laying of the cornerstone of the $2,000,000 Mary Immaculate Hospital, Jamaica, when he photographed the ceremonies, rushed to his office, developed the picture, and returned to the ceremonies in time to have the completed picture sealed in the cornerstone. Only eighteen minutes elapsed from the time the picture was taken until Barrios returned with the print. The stunt was suggested by Eugene E. Early, publisher of the News.

Answers to ASK ME ANOTHER *Page 35*

	City	Population	Paper	Circulation*
1.	1. New York	5,978,694	News	1,082,976
	2. Chicago	3,074,637	Tribune	741,493
	3. Philadelphia	2,022,170	Bulletin	535,096
	4. Kansas City	455,728	Star and Times	493,092
	5. Boston	789,995	Post	392,002
	6. Detroit	1,391,297	News	311,832
	7. Baltimore	813,695	Morning and Evening Sun	248,248
	8. St. Louis	834,392	Globe-Democrat	238,594
	9. Des Moines	150,000	Register and Tribune-Capital	230,878

2. Des Moines Register and Tribune-Capital.

3. Des Moines Register and Tribune-Capital.

4. Des Moines Register and Tribune-Capital.

5. Des Moines Register and Tribune-Capital.

6. Because The Des Moines Register and Tribune-Capital is fortunate enough to be published in the commercial, political and geographical center of Iowa, a state that is at the forefront in per capita wealth and highest of all states in percentage of literacy.

**Circulation figures for six months ending September 30, 1926, the latest available when this ad was prepared, except Des Moines circulation is average for March, 1927.*

EDITOR & PUBLISHER

Presents In This Issue, on Page 24

the first of a series of supremely important articles entitled

"KEY TO CONSUMER BUYING ABILITY"

by Nelson H. Seubert.

By the time the series is finished, the readers of EDITOR & PUBLISHER will have been given weighted INDEX NUMBERS closely approximating the consumer buying ability,

For Six Different Classes of Commodities

of every State, every County, every City of 10,000 or over, in the Country.

These are data which will be of tremendous usefulness to every marketer of nationally sold products, both in determining the value of his present sales and advertising efforts, and in mapping out future campaigns. They will appear only in EDITOR & PUBLISHER, and will be available only to subscribers to its entire service. Hold on to your copies.

At the Recent Detroit Convention of the Association of National Advertisers

Mr. T. O. Grissell, of the George Batten Company, urged a BUYING POWER INDEX for the various trading areas of the country as THE ONLY WAY for an advertiser to determine the amount of money he is justified in spending in a given area.

Now, for the first time, is given a Buying Ability Index computed on a sane, adequate dependable basis

If you know of any advertising organization — Agency, Manufacturer, or Distributor—that, to your knowledge is not now on our subscription list, let us have, please, the name of the individual in the organization who would be most interested in receiving a copy of this first article, and a letter telling what it is all about.

WITH THE GENERAL ADVERTISERS

United States Treasury Chooses Newspapers as Advertising Media—Saratoga Springs Uses 75 Papers—Resort Copy Planned in Adirondack Region

ABOUT 15,000 newspapers were picked by the United States Treasury Department for advertising copy placed to recall the approximately $1,650,000,000 of the second 4¼ per cent Liberty bonds still outstanding.

The list includes every English-language daily, weekly, semi-and tri-weekly newspaper in the United States mentioned in any available directory. It also includes 100 foreign-language newspapers. Matrices are being sent to the 2,200 daily newspapers and block stereotypes to the others.

Probably this is the most widely circulated advertisement in history. It is one of the most elaborate attempts ever made to reach all of the American people. The efforts of the Government to recall this issue compare in the breadth of their scope with those to sell the Liberty Loan issues ten years ago. This is, in fact, one of the few times the Government has advertised, and Secretary Mellon's department received special permission to do so.

Two months ago the Government offered to exchange the $3,000,000,000 of second 4¼s, then oustanding, for 3½ per cent bonds. The holders of only about $1,350,000,000 complied.

Albert Frank & Co. is in charge of the campaign.

Advertisements calling attention to the bounties of Saratoga Springs, health resort in New York State, are being placed in 75 newspapers in the State under a publicity program arranged by the Saratoga Chamber of Commerce. Frederick H. Putnam, newly appointed director of the Saratoga Chamber's information bureau, is directing the advertising campaign.

A newspaper campaign reaching across the country is being considered by chambers of commerce working together for publicity benefits in the Adirondack resort region. First intimation of the plan was given by Clarence C. Smith, secretary of the Watertown (N. Y.) Chamber of Commerce, at a Kiwanis club meeting at Alexandria Bay. Mr. Smith called for co-operation among the resort owners, railroads and boat lines, with a group to be known as the Guests' Association in a nation-wide advertising campaign, particularly in newspapers published within 300 miles of the Thousand Islands, but including nearly every metropolitan paper in the country.

"Mankind is 'don'ted' from the cradle to the grave," asserted Dr. Stanley Krebs of the Merchantile Institute of Art of New York in an address last week before the Cincinnati Advertisers Club on "Constructive Advertising." Dr. Krebs bewailed the use of negatives in advertising copy as being one of the worst problems to be solved by copy writers.

"Being as we are," he declared, "we are prone to say don't when we mean to say do. Negatives are almost never justified because they take the reader off on a tangent, mentally, and arouse his suspicions and often his rebellious reaction towards our product or idea.

"Negatives, words which express contrasts and unqualified superlatives, have no part in good advertising copy designed to create an interest and an acceptance. It is an infringement on the reader's freedom of mind to play up superlatives, draw unreasonable contrasts and clothe the printed thought in its negative sense," he concluded.

The George D. Roper Corporation, Rockford, Ill., has purchased the entire plant and equipment of the Kennedy Sheet Flame Radiant Heater, Brooklyn, N. Y., and will transfer the machinery to its Rockford plant, where a special factory building will be utilized to continue manufacture of the product which will be marketed as the Roper Sheet Flame Radiant Heater.

The L. S. Gillham Company, Inc., of Salt Lake City and Los Angeles, will handle from its Salt Lake City office an advertising campaign for Idaho, contract for which has been awarded. Newspaper copy in the Great Lakes district, the Rocky Mountain States, Middle Western States and the Pacific Coast will be placed. The contract was awarded by the Idaho State Board of Publicity. The Idaho legislature this year authorized an appropriation of $30,000 for publicity purposes, which was duplicated by the Idaho State Chamber of Commerce.

The Radio Manufacturers Association will discuss future advertising plans at a meeting at the Stevens Hotel, Chicago, June 13 to 17. All distributors will attend the meeting.

Sales of the Westinghouse Electric and Manufacturing Company, which recently announced an all-newspaper advertising program, reached the record of $185,500,000 in the year ending March 31, which is the period in the annual report published this week. The balance sheet shows cash of $13,477,607 against $12,606,180 a year ago.

The Western Electric Company has organized a new manufacturing branch at its Hawthorne works in Chicago to be known as the Specialty Products Shop. Jay W. Skinkle has been appointed superintendent.

NEW YORK B. B. B. ELECTS

James C. Auchincloss was re-elected president of the Better Business Bureau of New York, Inc., at the annual directors' meeting this week. Sherman B. Joost of Joost, Patrick & Co., was elected a director and treasurer. H. J. Kenner was reappointed general manager and recording secretary.

HOW BANK WON CLIENTS TOLD BY B. C. FORBES

Noted Financial Writer Quotes Dorsey, Vice-President of Louisville, Ky., Bank on Advertising Methods Used Successfully to Get Business

"Why not try to do likewise?" is the question B. C. Forbes, noted financial writer, asked his readers at the close of one of his newspaper columns this week, after he had told the story of how the Liberty Insurance Bank of Louisville, Ky. had enlisted close to 100,000 depositors in a city of little over 300,000.

Mr. Forbes quoted F. C. Dorsey, vice-president of the bank, as follows:

"Advertise. That is the key. In the last ten years our deposits have increased from $6,000,000 to nearly $19,000,000. The 'Home of more than 95,000 bank accounts'—we have in fact over 97,000—is due to the vision and pioneering of Mr. Huhn. It was he who recognized the importance of acquainting our citizens with elementary banking—the A. B. Cs of depositing money and withdrawing it by check.

"He started the savings habit in Louisville public schools. He made it a popular thing to do—to have a savings account. He believes in advertising, in newspaper advertising first and last.

"When thousands were buying Liberty bonds this bank spent thousands of dollars advertising its service in carrying these bonds for the people. It was a patriotic duty, but the spirit of helpfulness made thousands of friends. Service flags and gold service pins were given every depositor. Thrift was then taught as thrift was never taught before.

"Some newspaper man has said, 'When there is no news, make news.' When we want to advertise the bank, we make something to advertise. We have advertised the value of milk, cream and butter, and our advertisements tying the bank with the dairy interests have been reproduced all over the United States.

"We have filled hundreds of col with jingles to call attention to Christmas Savings Clubs, and the ji have proved the most popular ads have even run. We have asked for sl and we have printed cross-word puzz every one of them carrying a me from this bank."

GROCERS' COOPERATIVE DRI

Seattle Retail Grocers' Associatio cently formulated plans for an ener advertising campaign to popularize "corner grocery"; the campaign o the first of May and will continue April 1, 1928. Newspapers have selected by the grocers as the excl medium for their popularization paign. Each grocer participating i campaign has had his store iden by an emblem which has been ad as the official insignia of the associ and will figure in the advertising.

ADVERTISERS w h understand the Iow situation know from exper ence that the consumer market there cannot b properly sold without th use of newspapers in thes twenty-one key cities.

IOWA DAILY PRESS ASS'N
DAVENPORT, IOWA.

Ames Tribune	Iowa City Press Citi
Boone News-Republican	Keokuk Gate City
Burlington Gazette	Marshalltown Time Republican
Burlington Hawkeye	Mason City Globe-
Cedar Rapids Gazette	Gazette & Time
Centerville Iowegian & Citizen	Muscatine Journal News-Tribune
Council Bluffs Non-pareil	Oelwein Register
Davenport Democrat & Leader	Oskaloosa Herald
Davenport Times	Ottumwa Courier
Dubuque Telegraph-Herald	Sioux City Journal
Fort Dodge Messenger & Chronicle	Sioux City Tribune
Fort Madison Democrat	Washington Journal
	Waterloo Courier
	Waterloo Tribune

If Quality
of circulation is your first co sideration
The Evening St
With Sunday Morning Editio
Washington, D. C.
will have your preference—sam as it has the preference of pra tically everyone in the Nation Capital.
The Star's circulation is hom circulation—both quality an quantity—the kind that coun most with advertisers.
N. Y. Office—110 E. 42nd S Dan A. Carroll
Chicago Office—Tower Buildi J. E. Lutz

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday news papers *combined.*
THE PITTSBURGH PRESS
A Scripps-Howard Newspaper
Member of the A. B. C.

Largest Circulation and Largest Volume of Advertising of any Daily west of the Missouri river:
LOS ANGELES EVENING HERALD
REPRESENTATIVES
Chicago, JOHN M. LEDERER, 910 Hearst Bldg.
San Francisco, A. J. NORRIS HILL, 610 Hearst Bldg.
New York, HERBERT W. MOLONEY, 604 Times Bldg.

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and New Rochelle and The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of Mount Vernon
THE STANDARD STAR
of New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

Where better Classified mediums are being built — the best publicity is helping build them
THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

ROTO-GRAVURE Sections for Newspapers & Magazines
STANDARD Gravure Corporation
LOUISVILLE, KENTUCKY

)THERNER INVENTS BUNDLING DEVICE

'. Howell of Todd, S. C., Claims Ichine Does Work of Eight Men —To Test It in Charlotte Plant

mailing room of the *Charlotte* .) *Observer* may be the scene of rst test under actual newspaper g conditions of a device, invented native of Todd, N. C., which is o do the work of eight men in ing, labelling and mailing news- as they come from the press.

inventor is W. M. Howell, lino- perator and mechanic, who plans to his model to Charlotte and have bserver newspaper try it out. If it cessful it will revolutionize mailing ds in large newspaper offices, and implify a labor problem that has worrying newspaper publishers ever papers reached their present stage pid publication and large circula-

eady, one manufacturer of printing nery has so much faith in the de- hat he has offered Howell $18,000 e patent, but Howell has declined. Howell got his idea for the bun- attachment while he was working mailing room of the *Hickory Rec-* He had previously worked as a pe operator for the *Morganton Herald,* and even there he was im- d by the labor needed to label and newspapers—all of which had to he by hand.

r, when he was working tempo- in the mailing room of the Hickory d, he surveyed his blistered hands an hour of tying packages of apers and remarked that there to be some kind of machine to do bor and to save the hands of work- If a threshing machine could cut and oats, tie neat bundles, and ar- the bundles in straight rows across ld, why could not a similar ma- take newspapers from the press, them, label them, and put them in oper mail bags?

question sounded to Howell as if ht have a logical answer, and he out to find it.

t he began work with a wooden After some months of labor, he nt it to the point where it would apers from the press to a platform, a counting machine counted the . When the number of papers for the counting machine was set were pile, the stop against which they was automatically raised and al- the papers to slide on.

In came the task of making a ing and labeling machine. As the had to be tied in a more elabo- ashion than wheat is tied by the ing machine, the use of cord had done away with. Soon he had de- d a device which allowed the d pile of papers to slide from the ng machine to a roll of paper, they were turned over, in the wrapping paper, which was then cut with a knife similar to the one which cuts the papers on the printing press.

In the absence of cord, paste had to be used as a binding material. Again Howell went to the printing press for his model and constructed an automatic brush, which makes a stroke with heavy, strong paste as soon as the bundle is wrapped. The bundle then slides into the mail bag.

The machine can be operated directly from the press, or separately, as the foreman desires. It can wrap one bundle at a time or 12 bundles, according to the capacity of the press.

Mr. Howell explained that the counting machine, the labeling machine and the mail bags must be arranged in the same order, so that the entire operation can be carried out without error.

COAST GROUP ELECTS

Thad N. Shaw, of the *Inglewood* (Cal.) *Daily News* was elected president of the Centinela Valley Newspaper and Printers Association, at a recent meeting of that organization. Other officers elected included: W. L. Hadley, first vice-president; Bert Perrin, *Gardena News,* second vice-president; Lloyd P. Hamilton, secretary-treasurer.

APPROVE ADVERTISING TAX

Galveston voters last week approved a constitutional amendment authorizing a tax levy for municipal advertising. In the same election L. C. Elbert, general manager, *Galveston News and Tribune,* Democratic candidate for mayor, was defeated.

TO HONOR WILEY

The honorary degree of Doctor of Letters will be conferred upon Louis Wiley, business manager of the *New York Times,* at the annual commencement exercises of Alfred University at Alfred, N. Y., on June 14 and 15.



TOLEDO BLADE — HOME EDITION

The Weather FOR TOLEDO AND VICINITY: Unsettled and warmer tonight; Tuesday, showers.

The Blade Is the Only Evening Newspaper in Toledo Receiving the Associated Press News Dispatches

TWO CENTS

Vol. 78—No. 104 THIRTY-TWO PAGES TOLEDO, OHIO, MONDAY, MAY 2, 1927.

COOLIDGE TOUCHES GOLDEN KEY TO OPEN NEW BLADE BUILDING

PRESIDENT STARTS PRESSES WHIRLING FOR INITIAL RUN

Magnificent Newspaper Plant, Equipped With Modern Machinery, Is Dedicated Monday.

President Pleased

President Coolidge

DEATH TAKES COMMODORE RICHARDSON

Sudden Illness Is Fatal to Noted Yachtsman and Civic Leader.

RUTH SNYDER STICKS TO HER STORY IN QUIZ

Cross-Examination Fails to Shake Stand Blaming Gray for Murder.

NEW LEVEE BREAKS ENDANGER HUNDREDS

Asks $10,000,000 for Flood Relief

Canada Now Facing Menace of Floods

Airplanes and Boats Used in Rescue Work as Flood Tears Down on Louisiana

BY ROBERT T. SMALL

One of the most modern and complete newspaper plants in the world is the new home of the Toledo Blade which occupies half a city block in Beech Street.

The sixteen Goss High Speed Low Construction Press Units and five pairs of Goss Imperial Folders have a capacity of 210,000 24-page papers per hour.

THE GOSS PRINTING PRESS COMPANY

Main Office and Factories, CHICAGO, ILL.

NEW YORK OFFICE
220 West Forty-Second Street

SAN FRANCISCO OFFICE
646 Call Building

The Goss Printing Press Company of England, Ltd., London
Messrs. Edwards Dunlop Company, Ltd., Sydney, Sole Agent for Australasia

GOSS — STRAIGHT LINE — GOSS HIGH SPEED

CHOICE OF SUCCESSFUL PUBLISHERS EVERYWHERE

rvice Beyond Service

local art and engrav- ng for client papers.

NEA

NEA Service, Inc.,
1200 West Third Street
CLEVELAND, OHIO

SHOP TALK AT THIRTY



By MARLEN PEW

WE have been revelling this week in shop talk of a high order. Some weeks ago a friend at Washington informed us that J. Fred Essary would soon bring out a book that would relate the romantic story of the relations that exist between public men and newspaper correspondents at the nation's capital. A copy of the book, entitled *Covering Washington,* arrived in last evening's mail and kept us up until all hours. Mr. Essary, for 15 years Washington correspondent of the *Baltimore Sun,* has long satisfied our star-reporter idealism. An able craftsman, an agreeable colleague, he has probably had as many interesting experiences in Washington as any correspondent of his time. He is a digger and writes the good language of direct, blunt terms, meaning exactly what is said. To me, his book is somewhat in the nature of a beat. It is distinctly "inside stuff" of public events in the historic period of Roosevelt to Coolidge, written from the advantageous position of a working reporter. Some of its pages smack of spot news. And some of its revelations concerning the practices of Congress and of impudent lobbies and of other shabby institutions that the people little dream exist are enough to bring a blush to patriotic cheeks. *Covering Washington,* incidentally, will give sound satisfaction to the thousands of young and old newspaper folk who are cherishing dreams of some day, somehow getting that assignment. It tells them exactly what it is all about and in the terms of a scholarly, fearless and witty reporter.

* * *

WE do not propose to swipe Mr. Essary's thunder, but some of his anecdotes concerning newspaper people are so distinctly appropriate for this wide open forum that we can't keep hands off. The book opens with a clear description of the queer society of climbers, both great and small, that is assembled in the incomparably beautiful city of Washington. There is a rare exposition of the manners and customs of those who turn the wheels of federal government. So intimate are the correspondent's contacts with the country's famous men that disillusionment comes to many, awe of sacred portals vanishes and the social and political scramble becomes absurd. Happy is the humorous newspaper man who stands at the curb, a detached witness and independent commentator on the endless parade.

* * *

MR. ESSARY estimates that full half a million words are written and sent out of Washington by the correspondents every 24 hours. He declares that Washington has become the great generator of propaganda in this country—political, religious, social and industrial. There are scores of organizations grinding such stuff, and every federal executive department is seeking publicity, with a press agent on the job. The boards and commissions have press representatives, and members of the House and Senate who can afford the luxury employ men to keep their names favorably before the public. There is a tremendous torrent of stuff dumped on the reporters in the form of hand-outs, much of it prepared by skilled craftsmen who know how to dress mendacious propaganda to appear like news. But good correspondents dig for themselves and have evolved a co-operative system of exchanging carbon copies of their stories which helps them to cover activities which no man could attend to individually. Mr. Essary regards Washington as the most competitive field in American journalism. Exclusive news is difficult to obtain, but the author cites some magnificent scoops. The late Matthew Tighe, of the Hearst newspapers, succeeded in scooping the nation on Sampson's victory over the Spanish fleet at Santiago. Maurice Low trimmed the world on the facts in the secret Four-Power Pacific Treaty negotiation for *London Daily Post* and *New York Herald,* and the latter paper was scared out by subsequent denials and apologized and fired Low out of its columns, but in less than a week his story had been officially confirmed. John Callan O'Laughlin, for *Chicago Tribune,* starred in the great scoop of the Russo-Japanese naval battle in the Sea of Japan. *Baltimore Sun* carried the first authentic story of President Wilson's illness. Robert J. Bender, of United Press, "hunched" the fact that Mr. Wilson would sail to attend the Peace Conference. Beats are possible but difficult to obtain.

* * *

THE Washington correspondent is pursued by an unending line of queries from home editors, some of which are funny. Here are some that Mr. Essary quotes: "We have information that there is something in the air. Get it and send us 1,000 words." "We understand that Congress will reconvene tomorrow after a six months' recess. Please cover." "Supreme Court about to hand down decision in local gas case. See Chief Justice White and get advance copy." "Get interview with President Roosevelt on local political situation. And tell him to make it short." "Please rush immediately names of all unknown dead soldiers from Wisconsin."

* * *

MR. ESSARY was written an excellent description of the Supreme Court. He does not, however, go into the perils of reporting the decisions of the court which old-timers have dubbed the "newspaper man's graveyard." Reporters attend like other spectators and catch what they can get as the justices speak, or mumble. Only once within modern times has the confidence of the Supreme Court been abused, Mr. Essary says, and he mentions the "leak" case that the present writer brought to the attention of Chief Justice White five years ago. The author describes the home life of the Presidents he has known, with a wealth of anecdotes concerning newspaper folk and public officials. The experiences of correspondents who have traveled with the Presidents form another thrilling chapter. Mr. Essary himself has traveled more than 300,000 miles with Presidents, from Roosevelt to Coolidge. Mr. Wilson's excursion to Europe is described in a way that is particularly interesting to the craft, since the author does not slight minor details that would naturally be the treasured recollections of an animated observer for the press. Many of his stories are new.

* * *

CONCERNING the Senate and House, Mr. Essary says: "If the Congress of the United States has fallen low in public esteem—who can doubt it?—if there is a lack of confidence in its collective wisdom, and if its passionate patriotism commands only a popular respect, that state of mind is to be charged not so much to the high crimes of that body as to its misdemeanors; not so much to the grand larceny as to the petty larceny which it practices; not so much to its transcendental failures as to its minor follies, its mountebankry, its moral cowardice. On the score of personal integrity Congress might challenge comparison with any average body of representative American citizens, notwithstanding the temptations that daily beset the national legislators. Bribery, for example, is so rare and perilous an evil that in the past 15 years exactly one member has been found guilty of selling his vote for money." But the author says Congressmen and Senators alike invite public reproach for deliberate falsification of the official records of their proceedings, for shameless increased pay through excessive mileage allowed, employment of rela on treasury funds, free seed graft, en junketing at public expense, log-ro methods to parcel out the pork. N paper men write speeches for membe the House and Senate, and make profitable business. One reporter vertly disposed of the same funeral tion to two members of the House both appeared, word for word, in *Congressional Record,* credited to the distinguished statesmen. Nothing easy as to start a congressional inves tion. A resolution, a brief but vi speech, a few newspaper interviews the game is on. Mr. Essary asks there is to show today for the exp ture of time and money and news space for even the most famous (o famous) investigations, such as the "money trust" inquiry, the Stanley inquiry, the Frelinghuysen coal in the Overman lobby inquiry, or any of the score or more inquisitions o past decade. He calls them simply

For the first four months this year THE TRANSCRIPT was the only Boston paper to show a gain in Financial advertising over the corresponding period last year—

23,072 lines gain

Highest Ratio of Buyers to Reade

Boston Evening Transcr

National Advertising Representative

CHAS. H. EDDY CO.

Boston New York Chica

Away Ahead!

2,196,676 - 1925

3,699,155 - 1926

1,502,479 - Gain

The New York Evening Graphic shows greater gain in lineage (41%) than any other New York paper.

CLINE SYSTE

CLINE ELECTRIC MFG. CO. CHICAGO

QUALITY MAKE SERVICE TRADE

CLINE WESTINGHOUSE

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

Stockton Record

Stockton, Calif.

Ask them about it

CLINE ELECTRIC MFG. CO

Chicago: 111 West Washington Street

New York: 47 West 34th Street

San Francisco: First National Bank Buildin

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

South America's Greatest Newspaper

"Buenos Aires IS the Argentine Republic"—

"If you introduce an article in Buenos Aires it is introduced in the whole of the Argentine."

"We know that LA PRENSA has a larger circulation than all the local papers put together, and that this circulation is amongst the very best class."

(Extract from letter written by the distributor in Argentina of important American products, urging his principals to place their advertising in LA PRENSA—)

National sales and distribution in Argentina can quickly be attained by advertising in LA PRENSA.

JOSHUA B. POWERS

Exclusive Advertising Representative

250 Park Avenue New York

in
Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"

"Starts the day in Detroit"

With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

Sell COLUMBUS and the G·C·O·M

During 1926 The Columbus Dispatch carried more agate lines of paid advertising than any other Ohio newspaper.

Advertisers who use The Daily Columbus Dispatch are guaranteed a total net paid circulation of 113,678. . . . . Many, many thousands more than any other Columbus newspaper.

Dispatch

OHIO'S GREATEST HOME DAILY

rs of parliamentary mockeries, at best; pecies of polite fraud, at worst.

* * *

the Congressional Record, through he simple device of "leave to print," a gressman may print a flowing speech 50,000 words, not 100 words of which e spoken on the floor, garnishing it h such fraudulent fiction as parenthetic "applause," or "great applause" or ghter on the Democratic side." The ate does not permit this, but it does w its members to delete from the ographic record any statement made the floor which might later bring a h or call for disavowal.

* * *

HERE is no love lost between the two houses of Congress and the men chronicle their works. Hot-headed bers are forever threatening the press ery. There are elements that would blish absolute censorship if they d. Mr. Essary cites instances of y persecutions of correspondents. But newspaper men go on their way, write r news and take their chances. Mr. ary answers the familiar criticism that press is ignoring the news of Con s, displacing it with trivalities, by ng that Washington news writers give existing brand of statesmanship all it is worth and adds that if the coun will send more interesting representa s to Washington to promote interest news situations the facts will be heralded. That sounds reasonable s.

CARTOONING—"DRUDGERY THAT'S NEVER DULL"

(*Continued from page* 9)

e mentally, 'Be yourself,' and you n to wonder why you have never be been given a prize.

Succeeding this comes calm and simple h in the wisdom of the judges who e you their decision.

The first hundred seconds are the st. After them comes a bad half r of doubt and fear. You think that haps there has been some mistake. are fearful that certain persons will n that you have acquired $500.

Next comes the toughest time for a e-winner to live through. He must me a modesty he is far from feeling. the hearty handshake of congratula he must respond languidly and pre to belittle the achievement. He de es nobody who knows him.

Upon receiving a perfunctory hand ze and a mumbled 'Congrats' the e-winner has to suppress a desire y: 'What's the matter with you; don't realize what this means? * * *

Then, on the third day, only a hand lof letters arrive; and when two of n contain invitations to dinner but no tion of the prize you are as sore as a uncle.

There follows a steady process of ition. The head again feels quite fortable in its 7¼ size derby. The t contracts until a tight cough is no ible in the patient.

And there are those irritating fel workers who behave toward you just ney did before it all happened.

Finally, your eldest child concludes brief letter of congratulations thus: at do you do next? You go and an oculist, that's what you do!'

Can you imagine how it feels to be ulitzer Prizewinner?"

r. Harding was presented with a k by the Eagle management on rsday night this week, at the party n in his honor. Arthur M. Howe, or of the Eagle, a speaker, said Mr. ding's cartoons had been considered year by the Pulitzer prize commit

ore than 200 attended the party.

NEW ITALIAN PAPER

new newspaper in Brooklyn, the *ian-American Herald,* made its ap rance last week. Vincenzo Campora is editor.

LIBEL CASE BEFORE COURT OF APPEALS

First of a Series of Five Suits Against New York Newspapers Heard in Albany, Tuesday

ALBANY, N. Y., May 17.—The first of a series of five libel suits brought by Mrs. Annie McCoy Campbell, New York Christian Science practitioner, against New York newspapers, to reach the Court of Appeals for argument today, was the action against the *New York Evening Post,* in which the Appellate Division, First Department, reversed a judgment of the New York Supreme Court of $8,000 in her favor and dismissed her complaint.

Mrs. Campbell sought to recover damages alleged to have been suffered by her because of the publication in the Post, March 30, 1922, of the details of a fraud action instituted against her and Allen A. Canton by Mrs. Elizabeth S. Nichols, a wealthy patient of Mrs. Campbell. The complaint in this action alleged that through the influence of Mrs. Campbell, Mrs. Nichols was induced to purchase $10,000 worth of stock in a corporation in which Canton was interested and to loan her $6,000.

After the service of the summons and complaint the attorneys for Mrs. Campbell served an answer denying the charges of fraud and all the pleadings were filed in the county clerk's office. The papers were there seen by Bruce Rae, a *New York Times* reporter, who called on Mrs. Campbell and discussed the case with her. She testified at the trial that she requested him not to publish the story, which he denied. The Post re-wrote the article from the Times story.

Mrs. Nichols never prosecuted the action and two years later consented to its discontinuance when she discovered after a full investigation that Mrs. Campbell had not obtained the money and the charges of fraud could not be sustained in court.

Her counsel, W. Davis Conrad, contended the pleadings on file in the county clerk's office did not constitute a judicial proceeding of which a fair account may be published.

David Paine, appearing for the Post, argued that assuming that the pleadings served and filed may not constitute a judicial proceeding, yet when the plaintiff had made a statement for publication concerning the action, a newspaper has the right to publish a fair report of her statements and comments on the contents of the pleading and was privileged. He also declared that the trial justice erred in refusing to admit in evidence the comparative circulation of the Post and other newspapers against which similar libel actions were instituted and the settlements or verdicts received by her.

NEW INTERTYPE BOOKLET

A booklet announcing the cutting of a Garamond series for users of slug-casting machines is being sent out by the Intertype Corporation.

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

1ST.

FIRST in the SOUTH

FORT WORTH STAR-TELEGRAM

Fort Worth, Texas

The Official Score, Six Months Period, Ending April 1, 1927

Average Net Paid Circulation—Daily and Sunday Combined. As Obtained from Government Statements.

STAR-TELEGRAM
Fort Worth, Texas **110,065**
Evening and Sunday Only
(Does Not Include Record-Telegram)

COMMERCIAL APPEAL
Memphis, Tenn. 107,873
Morning and Sunday Only
(Does Not Include Evening Appeal)

TIMES-PICAYUNE
New Orleans, La. 92,781

JOURNAL
Atlanta, Ga. 84,228

NEWS
Dallas, Texas 84,181

CHRONICLE
Houston, Texas 82,650

NEWS
Birmingham, Ala. 81,490

OKLAHOMAN
Oklahoma City, Okla. 78,725

GAZETTE
Little Rock, Ark. 41,148

EXPRESS
San Antonio, Texas 39,177

The above newspapers are leaders in circulation in their respective cities

FORT WORTH STAR-TELEGRAM
RECORD-TELEGRAM
DAILY AND SUNDAY

Fort Worth, Texas

NOW OVER 125,000 DAILY OR SUNDAY

Has More Circulation Than Any Other Three Papers Combined in West Texas, One of the Richest Sections in the South, Covering 1,100 Towns.

NO CONTESTS, PREMIUMS OR SCHEMES
JUST A NEWSPAPER

AMON G. CARTER, President and Publisher
A. L. SHUMAN, Advertising Director
CHARTER MEMBER A. B. C.



Our Own World of Letters

By JAMES MELVIN LEE

THE mail brought me the other day an autographed copy of "The Third Reader" (The Longacre Press, Inc.) by Fred Schaefer. I was sure that I took the book home with me for personal perusal. Seeking to find it to write a little comment for "Our Own World of Letters," I almost turned the rooms of the apartment upside down. But the search yielded nothing.

As nothing else had been taken from the apartment, I started a second search that was systematic. Finally I found the volume. My better half had put it among the heirlooms—the school books used by my daughter when she first began to toddle off to school.

But Schaefer's "Third Reader" does not belong in such a group. It is an advanced or adult edition. It comprises a selection from the contributions to the press made by Schaefer when he was "Press Humorist" for the Newspaper Enterprise Association. What gives the volume its name and also its charm is the manner in which the sketches are told. They are reminiscent of the decades from 1840 to 1890 when "McGuffey," "Parker & Watson," and "Butler" were best sellers.

The topics treated in Schaefer's edition are even more entertaining than the selections we read in the Little Red School House on top of the hill. The selections, "Wine Is a Mocker," "Ned Merton's Noble Revenge," "The Ant," "Susan Suetpudding's Lesson," and "Cuthbert's Courtesy" have the flavor of old wine; but they are put up in new bottles, though retaining the old labels.

In the days when the American Press Humorist Association was an active organization and met annually at a convention that reminded one of a gathering of undertakers, Schaefer frequently made the hit at the public banquets with his recitations that parodied the readers of our kid days. The fact that so many wanted these recitations in permanent form doubtless explains the present volume. A few slight changes are made as in "Wine Is a Mocker" in order to bring the subject matter strictly up to date and in accordance with the Volstead Act.

"The Third Reader"—advanced or adult edition—will please every newspaper man except the one who lacks a sense of humor. One thing that the "Reader" lacks, however, is the inimitable way in which Schaefer used to recite these pieces at the dinners given the press humorists by such newspapers as the *Buffalo News*, the *Boston Post*, the *Detroit News*—just to mention a few.

Of course the best thing in the volume before me is the inscription on the first page. But even without that, Schaefer's "Third Reader" is a wonderful bargain for any one who wants a brand of humor that can be found in no other container except that having the Schaefer trade mark. Justice demands, however, that some credit go to Schaefer's side partner, A. D. Condo, who has furnished the illustrations.

P. S. Don't overlook the glossary at the end of each lesson.

* * *

THE life story of Melville E. Stone is far more interesting than most novels. He has told it himself in "Fifty Years a Journalist" (Doubleday, Page & Company). Newspaper folk who want pivotal points in his career boiled down to a good newspaper story will find it in the little brochure entitled "Melville E. Stone and the Associated Press" (James T. White & Company).

The booklet traces with special emphasis Stone's journalistic career from 1864 when he began his first work in journalism as a reporter on the *Chicago Tribune*, through various editorial jobs he held on Chicago newspapers, down to his retirement as general manager of the Associated Press in 1918. The story of Stone is of course closely linked with the story of the Associated Press—a fact well brought out in his brochure.

* * *

THE Houghton Mifflin Company publishes this week "Covering Washington" by J. Frederick Essary. Mr. Essary, as every reader of EDITOR & PUBLISHER knows, is the Washington correspondent of the *Baltimore Sun*. If he covers Washington as well as he covered "Maryland in National Politics"—a book previously published—he has done a good job and produced a book that members of the working press will want to read.

* * *

A BOOK that really has charm is "Charm" (Rae D. Henkle Co.) by Mary Margaret McBride and Alexander Williams—two well-known newspaper people.

Miss McBride, one of the authors of "Jazz," was formerly with the *Cleveland Press* and later with the *New York Evening Mail*. More recently she has been doing free lance work—especially for the *Saturday Evening Post*—and begins this month a regular department in the *Country Gentleman*. Mr. Williams broke into the newspaper business on the *Post* in Washington, D. C., but later hitched himself to the *Evening Post* of New York. For the past two or three years he has been doing a lot of work to popularize science and psychology. Even Mr. Henkle of the publishing house is an old newspaper man. Old *New York Herald* men who gather once a week for dinner at the Newspaper Club often speak of the days when Mr. Henkle was foreign editor and later Sunday editor under Commodore Bennett.

Few authors are so delightfully frank as those of this volume who in "Not a Preface" speak out as follows:

> We make no claim for the scientific thoroughness, nor the exactitude of this book. It is our opinion only. Our material is likely to be only as exact as our biases will permit us to be. The phrase "trained observer" is often used in schools of journalism and in the obituary notices of good journeymen writers. It means little. Pretty nearly any normal person sees a lot that is going on in the world and practically every one, when called upon to report what he has seen, reports something different. It is all a question of point of view and previous experiences.

The volume opens with a chapter of definitions as to what charm really means. The next chapter carries the rather amusing head "We Expose Our Ignorance." It tells what charm is and is not. Of local American interest is the chapter, "Yankee Doodle Charmers," which runs the gamut from George Washington to "Jimmie" Walker, the present mayor of New York. But why list chapter headings?

For members of the working press Part III has some practical value, for it limits itself to the etiquette of the table. If reporters knew how, frequently they were observed at banquets and how critically they were watched by those at other tables they might be a little more careful how they handle their knives and forks. A critical observer recently remarked, as he glanced at the press table, "You can tell to what paper each one of those reporters belongs by the way he eats." But "Charm" is mentioned in "Our Own World of Letters" because those connected with the writing and also with the printing are newspaper folk.

* * *

FABIAN FRANKLIN who resigned his professorship of mathematics at John Hopkins University to become editor of the *Baltimore News*—a post which he held until the News was purchased by Frank A. Munsey—opens *McNaught's Monthly* for June with an article of timely interest on "The Logic of the Sacco-Vanzetti Case." Although readers are familiar with this case, they will be glad to have such a scientific analysis as that given by Mr. Franklin. For over ten years Mr. Franklin, after leaving the Baltimore News, was chief editorial writer of the New York Evening Post.

Elmer T. Peterson, editor of the *Wichita* (Kan.) *Beacon*, prints in the same issue a local story, "A Kansas Phenomenon." In it he discusses the prophecy of Dr. Eugene Noble, secretary of the Juilliard Foundation, that "Kansas will be the musical center of the United States in 25 years."

Vincent Starrett, whose story is headed "The Battle of Xochimilco," describes a battle that was started to accommodate a group of newspaper correspondents. At the time of the events described in the story he was a member of the staff of the *Chicago Daily News*.

Another newspaper man to contribute to this issue of *McNaught's* is Russell Wilks, a member of the editorial staff of the *Detroit News*. The head describes the contents, "Prohibition in Detro All Wet!"

Short but right to the point is concluding paragraph which tells of passing of the official spokesman of White House.

* * *

WHENEVER an editor is asked give a list of books which ought be studied by any one who wants to bre into the newspaper business, one volu sure to be included is "The Autobiograp of Benjamin Franklin." High Sch days have made this classic autobiograp so familiar that any comment about contents would be obviously out of pl in "Our Own World of Letters." Bu new edition edited and containing an troduction by Oral Sumner Coad, P fessor of English at Rutgers Univers may be mentioned in passing. Publish by the Macmillan Company, it is m keted at a very low cost.

Personally I reread the volume w profit. In these days of newspa strings, multiple presses, wonderful ne gathering organizations, syndicated c toons, etc., it is an amusing diversion take a backward glance at the conditi obtaining when B. Franklin was a print first in Boston and later in Philadelp

A fact frequently overlooked is t Franklin's autobiography mentions philosopher's connection with Andr Hamilton, that great Philadelphia law who so ably defended John Peter Zen publisher of the *New York Journal*, possibly the most important libel s American journalism has ever seen.

Thanks should be given to Profes Coad of Rutgers for several notes t clear up points in the text that were cleared in previous readings of the bo

* * *

SCIENCE Service of Washingt D. C., has published a somewhat markable biographical sketch of the E. W. Scripps. The booklet is from pen of William E. Ritter, the presid of Science Service, and sets forth clea Scripps's philosophy of life.

Especially interesting is the acco of how Scripps founded in 1878

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

Key to the World's Greatest Market

The LONG ISLAND POST covers 60 towns and villages at the door of the world's biggest city.

Serving a community of close to 250,000 population.

More than 40,000 commuters, daily, traveling between these towns and New York City.

Edited and published by former Park Commissioner Edward T. O'Loughlin, of Greater New York, whose personal, intimate writings have brought the paper into close touch with a great clientele.

Issued twice a week—
Tuesday and Friday

Cleanly edited, perfect in typography and metropolitan in appearance.

A big city newspaper in the richest rural region in America.

Growing weekly in circulation and constantly winning the confidence of new readers.

LONG ISLAND POST

POST BUILDING LYNBROOK, L. I.

veland Penny Press on $10,000 "made ilable to him by other members of the pps family." Scripps's newspaper osophy is thus set forth:

et the truth just as far as possible; write essence of it so simply and clearly that body who can read it at all can understand nd publish it so cheaply that anybody who any money at all can afford to buy the tion.

nother quotation may be given even igh it reprints something that has ady appeared in the columns of TOR & PUBLISHER:

EDITOR & PUBLISHER for March 20, 1926, his quotation from the first issue of that paper: "We simply intend to support good and condemn bad ones; support good sures and condemn bad ones, no matter party they belong to. We shall tell no about persons or policies, for love, malice oney. It is no part of a newspaper's busi- to array itself on the side of this or that y, or fight, lie and wrangle for it. The spaper should simply present all the facts editor is capable of obtaining, concerning and measures, before the bar of the pub- and then, after having discharged its duty witness, be satisfied to leave the jury in case—the public—to find the verdicts." In r to see the full significance of this declara- of policy, it should be read in the light he extent to which we know newspapers of country at that period were party organs— founded and run primarily in the interest either the Republican or the Democratic y. A "party paper" in the earlier sense s hardly to exist now anywhere in the ed States.

hese two quotations show the news- er truthfulness and reliability for ch Scripps stood. The booklet is valuable because of what it has to about *The Day Book,* an adless news- er which he started in Chicago and ch he discontinued at the opening of war—possibly on account of the in- sed cost of white paper.

he pamphlet naturally concludes with connection which Mr. Scripps had the organization which has put out booklet in his memory.

* * *

I may be pardoned for using an over- worked phrase, "The Making of Mod- Journalism" (George Allen & Unwin, ., of London) by Harold Herd meets ng felt want for a little volume that forth in a comprehensive way Bri- journalism of today. The volume its itself to changes that have been le in the press and makes no preten- s of being a complete history of the ern newspaper press in England.

ccording to Mr. Herd, the transfor- ion of the British press was mainly work of three men. Of these three, were the sons of Congregational isters, and the other was a barrister's

he author is very insistent that popu- journalism in England is essentially a product and not an adaptation of erican journalism. He pays a nice ute to the compactness of London spapers and by way of contrast re- ks that "it is one of the paradoxes the United States that a people who re hustle endure bulky journals which, properly digested, would leave no time the day's work."

n one respect Mr. Herd admits that press of his country has been greatly uenced by American journalism. This found in the exploiting of the human rest in the news. Yet even here he sts that the limits of good taste are in eral more rigidly drawn in Great tain than in America.

he first chapter tells the story of the th of popular journalism in England. e pioneer, according to the volume, s George Newnes, who incarnated a v journalistic policy—that of giving ders what interested them rather than at should interest them. The chapter cludes with a fairly long biographical tch of Mr. Newnes.

he second chapter takes up "The rbarian of the North"—to quote its dline. This was William Thomas ead, "who may be said to have taken at a run during the 41 dramatic years journalistic activity that began with editorship of the *Northern Echo* in 71." The Northern Echo, it may be marked in passing, was a half penny per established at Darlington and is day one of the string of papers con- olled by Sir Charles Starmer. A re- nt biography of Stead was reviewed in this department, but it did not contain this tribute from Lord Northcliffe:

How much he did to relieve the tedium of the dull evening newspapers of the early eighties, was but part of the great revolution which he effected in journalism.

The story of the third of the trio opens with chapter three. It traces the life history of Alfred Charles William Harmsworth who began his journalistic career at the age of sixteen on the *Young Folks' Budget,* owned by James Henderson who bought from Stevenson a serial story with the unpromising title of "The Sea Cook" and rechristened it with the undying name of "Treasure Island." Harmsworth was created baronet in 1904 and baron in 1905 when he took the title of Lord Northcliffe.

A separate chapter tells the story of "The Surprise of the *Daily Mail.*" Another chapter takes up "The Rise of C. A. Pearson." A brief chapter deals with "Pictorial Journalism" and a longer one with "The Renaissance of the *Times.*" The volume concludes with a chapter headed "Newspaper Makers of Today and Yesterday" — brief biographical sketches of the leading personalities in modern British journalism.

* * *

A RECENT issue of *Press News,* published by Goucher College of Baltimore, contained an article on journalism as a career for women by Harry T. Baker, and one on the ethics of modern journalism by Wilfred A Beardsley.

* * *

HARPER & BROTHERS announce for immediate publication "Modern English Playwrights" by John W. Cunliffe, director of the Pulitzer School of Journalism. The advance notice says Professor Cunliffe's volume is a short history of the English drama from 1825 down to the present.

* * *

AT the newspaper Club and elsewhere I hear a good deal about a forthcoming novel by Albert Frederick Wilson, formerly on the staff of the *Literary Digest* and later managing editor of *Leslie's Weekly.* Evidently some of the advance sheets have strayed outside trade channels and started something. Those who have read the original manuscript say that the story makes no bid whatsoever for the best seller class but is as simple and unassuming as "Cranford." The editors of book sections may be interested in this tip. The title of the novel is "Pok O'Moonshine," to be published next month by Dodd, Mead & Company.

* * *

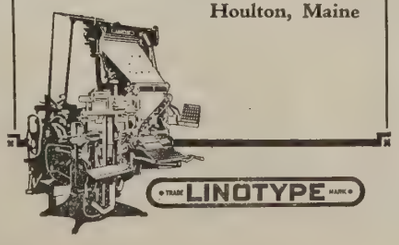
EARNEST ELMO CALKINS is among the contributors to the current issue of *The Scholastic Editor* with an article entitled "The Way Advertising Works." The article is a general reply to the many letters that come to Mr. Calkins from undergraduates who want to know about the opportunities advertising affords as a career. In answering their inquiries Mr. Calkins offers some very practical advice to professionals.

From the Linotype Mailbag

Appreciates Service

Please accept our thanks for your promptness in sending matrices and repairs. We appreciate your service.

Times Publishing Company
Houlton, Maine



Home Building on Long Island

is increasing steadily every year. A continuous stream of families is moving into new homes in prosperous Long Island towns.

In their new environment these families will assume new buying habits. The new suburban life will become their life. The suburban home town newspapers will take their place in these new homes, because they are a necessary factor in suburban life.

Newspapers so intimately associated with family life offer national advertisers a background of unequaled reader interest for their advertising. Products with national distribution will find the following list of newspapers a valuable key to the rich Long Island market.

Town	Paper	Publication Days	Circulation	Rate per Inch
Babylon	Leader Suffolk	Friday	3,400	.35
Bay Shore	Consolidated Press (South Shore Sentinel, Islip Press)	Thursday	2,750	.45
Elmhurst	Newtown Register	Saturday	2,500	.75
Farmingdale	Post	Friday	1,100	.30
Floral Park	The Sunrise Trailer	Friday	5,200	.60
Freeport	Recorder	Friday	3,100	.42
Great Neck	North Hempstead Record	Wed.	2,400	.50
Jamaica	Queens County News	Friday	14,675*	1.00
Lynbrook	New Era	Tue. & Fri.	2,800*	.60
Mineola	Central Island Weeklies (Hicksville, Westbury, New Hyde Park)	Friday	4,000	1.00†
Oyster Bay	Enterprise & Pilot	Friday	2,000	.45
Patchogue	Advance	Tue. & Fri.	3,226*	.55
Queens Village	Queens-Hollis Times	Thursday	8,000	1.00
Woodhaven	Leader-Observer	Thursday	8,600*	.84

*Sworn Net Paid Circulation.
†This rate includes the Farmingdale Post.
Figures not marked with a star indicate total run of paper.

MAIN STREET WANTS NEWS OF WALL STREET

(Continued from page 7)

Mail carriers	115
Mechanics	530
Messengers	91
Nurses	274
Painters	182
Plasterers	60
Plumbers	257
Policemen	347
Printers	335
Railroad men	312
Seamen	51
Secretaries	314
Bankers and brokers	65
Dentists	63
Doctors	146
Lawyers	77
Managers	496
Manufacturers	153
Merchants	926

It will be noted that, as only purchasers of 50 shares were included each of the above subscriptions represented an investment of at least $5,000.

Two electric companies recently analyzed their sale of stock to 13,856 purchasers. Here are the occupations of the nine largest groups who purchased:

Housewives	3,347
Miners	1,054
Clerks	949
Salesmen	401
School Teachers	336
Laborers	326
Stenographers	250
Farmers	237
Grocers and Butchers	178

One of the smallest groups in the above was listed under "capitalists." The housewives outnumbered them one hundred to one.

In the days when financial interest and activity was confined to class, rather than mass, a carpenter fell off a five-story building in front of a bank. As the injured man was being placed in an ambulance, the president of the bank said to him:

"Don't you know you are apt to cause a run on our bank, by getting hurt in front of it this way?"

The old time note-shaving banker, with the pepper-and-salt suit and mutton chop whiskers, has gone down the chute to oblivion, along with the out-moded financial editor. He is, more than ever before, an economist and a builder and, he is realizing that advertising is a creative, constructive and energizing force. Advertising has played a tremendous part in the steady increase in the number of savings bank depositors during the last few years. On Jan. 1, 1918 there were in the United States 10,631,586 savings account depositors, with deposits aggregating $11,115,790,000. On Jan. 2, 1925, depositors numbered 38,867,994 and their deposits aggregated $20,873,552,000. Thus, in a period of seven years, savings account depositors increased 28,236,408 and the aggregate of their deposits increased $9,757,762,000.

These figures give an additional index of the distribution of wealth in America, and the increasing interest in finance. Furthermore, the banks do not encourage depositors to leave their savings indefinitely in the savings bank. Investors seeking counsel are advised to invest, above certain amounts to be left in the bank, in sound securities. The savings bank statistics are not alone a record of the distribution of wealth; they reflect countless transactions unheard of before this era of "democratic finance."

John W. Prentiss, while President of the Investment Bankers' Association of America, made the following statement:

"More than 90 per cent of the securities of this country are bought with less than a $10,000 a year income. The average retail bond sale is between $2,000 and $3,000, so you see our business depends on the common people."

George F. Roberts, Vice-President of the National City Bank, said:

"It requires no stretch of the imagination to foresee that the great organizations for production, transportation and distribution will be practically owned by their employers and by the people whom they serve."

Stuart MacKenzie writes in the American Magazine:

"An amazing thing has been happening in this country. Millions of men and women who never before had bought a bond or a share of stock have been doing it during the last ten years. As this has put them in the same class with Rockefeller, or with any other rich man whose surplus money goes into that kind of investment, they have a perfect right to say: 'Me and Rockefeller.'"

All of which sums up in the inescapable conclusion that financial news and interpretation, swiftly and intelligently handled is an indispensable activity of any newspaper which is alive to its duty and opportunity of supplying its readers with that which is timely, important and interesting.

Editors who printed not only routine financial news, but who thus intelligently interpreted it, and directed it to a constantly widening field of popular interest, began to assume leadership in financial reader interest, circulation and advertising.

Without exception, the newspapers of America which have gained the ascendancy in this field have found that it opened new doors to lucrative advertising patronage. The curve of issue advertising has gone steadily upward; utilities are spending increasing amounts not only on security advertising but on merchandise advertising; associations of bankers have constantly furthered increases in trust advertising; good will, or institutional advertising is steadily increasing in volume.

While the bulk of issue advertising orginates in New York, the 266 leading public utility companies of America continually schedule advertisements of local origin, particularly in the fields of institutional and merchandising advertising. Although in the past advertising lists have been bound by tradition and custom, advertisers are now beginning to "go where money is." They are examining the relative purchasing power of different communities, and the relative pulling power of different newspapers. The papers which have faithfully done their job of reporting and interpreting the epochal shift of interest from speculative to investment finance—that is the papers who print finance for the many and not for the few—are the ones which are beginning to profit from this new activity.

To repeat, housewives, laborers, artisans and clerks are now investors and readers of financial news. Financial news is big news and important news. It is an index to a newspaper's grasp of what is fundamentally timely and important.

More than two billions of dollars in securities is changing hands every month. Millions are being spent in advertising. Utilities are carrying through a $5,000,000,000 expansion program, and they are advertising for the money. Trust advertising is increasing everywhere throughout the country. These advertising appropriations will be spent in newspapers which have mobilized and stimulated potential investors by superior financial pages.

There is an old newspaper folk tale about a managing editor who offered a prize to his staff for the best definition of news. The office telephone operator defined news as "anything new, strange or unexpected." She was awarded the prize and put on the local staff. Covering a society wedding, she reported the next day that she had nothing to write becau the bridegroom did not appear. As t city editor sent her back to her switc board, he asked, "Where did you get th remarkable definition of news?" "O that!" she replied, "Why I got that o of the dictionary."

This particular editor lost out on a b piece of news because he went out aft a formula instead of a story. Mass ci culation formulas are as elusive and u dependable as the fountain of youth. big story is always news, and news circulation and circulation is advertising and financial news is the big story toda and tomorrow.

TUCKER JOINS N. Y. TELEGRAM

Ray T. Tucker has resigned as Was ington correspondent for the *New Yo Evening Post* to become Washington co respondent for the *New York Telegra*

An aerial taxi company has begun bus ness in Detroit. Passengers are hopin that there will be no tips.—*New Yo Evening Post.*

National Advertising

Year after year National Advertisers use more space in THE SUN than in any other New York evening newspaper.

During the first four months of 1927 THE SUN published 1,333,452 lines of National Advertising—leading the second New York evening newspaper by 220,592 lines.

The Sun
280 Broadway New York

Thorough Coverage in One of the World's Richest Buying Centers—Coupled with the Ability to Produce Results

Pittsburgh Gazette Times
(Morning and Sunday)
AND
PITTSBURGH CHRONICLE TELEGRAPH
(Evening except Sunday)

These newspapers in News and Advertising have the confidence of their readers. Their readers have the power to purchase.

Sold Singly or Combined

URBAN E. DICE, Nat'l Advg. Mgr.
Gazette Square, Pittsburgh, Pa.

E. M. BURKE, Inc.,
1457 Broadway, New York.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.

R. J. BIDWELL COMPANY,
742 Market Street, San Francisco, Cal.
Times Bldg., Los Angeles, Cal.
White-Henry-Stuart Bldg., Seattle, Wash.



Over 260,000 Homes in Michigan served by Booth Newspapers

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN
50 East 42nd Street
New York City

J. E. LUTZ
6 N. Michigan Ave.
Chicago, Ill.

IN THE City of Homes
The Philadelphia Record
Opens the Door of 150,000 Families Every Morning

The Baltimore News

has the largest circulation of any evening newspaper in the entire South
137,022

Baltimore looks to THE NEWS for the news.

Leads Again in 1926

In 1926 the Waco Times-Herald carried a total of 3,756,935 lines of local display advertising and showed a gain of—165,066 lines.

The Waco Times-Herald led the other Waco paper by 313,320 lines local display advertising in 1926.

In Waco, it's the

Waco Times-Herald

The Old, Substantial Paper, now in its thirty-sixth year.

Waco, Texas

Represented Nationally by The S. C. Beckwith Special Agency.

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

AD TIPS

B. Akin Co., Frick Building Annex. rgh. Handling the account of the Gulf g Company, makers of an insecticide, n to use some newspapers.

r Adv. Company, Cincinnati. Is pre- a small list of papers in the middle- or the advertising of Beaver-Remmers- Soap Company, Cincinnati, to appear the fall.

re Batten Company, 332 South Michigan Chicago. Making up a tentative list nch Carbon & Battery Company, Madi- is.

as M. Bowers Company, 304 South avenue, Chicago. Sending copy on Goldstone Company, Chicago, to a few ctions. Will release some copy within t few weeks on a new product of the Institute, Chicago, called "Wallace's

Gibbs Company, International Life g, St. Louis, Mo. Will handle the ac- f the Superior Hat Company, St. Louis.

land & Moore, Federal Commerce Trust g, St. Louis, Mo. Will place some adver- ith newspapers which can secure a bottler towns for the Mount Cabin Products y, St. Louis (Soft drink).

M. Byerly Co., Renton Building, id, O. Now placing account of the aint & Varnish Co., Cleveland.

art-Carey Corporation, Times Building, ork. Has secured account of the Neslo Corporation, New York, "Picturette," tomatic photomachine.

bers Advertising Company, Starks g, Louisville, Ky. Sending schedules on Portland Cement Company, Louisville, all list of cities in the central west.

field & Co., 14 East Jackson boulevard, Issuing additional copy for Sunday ns on Firestone Tire & Rubber Company, O. Will send copy on Lincoln Motor npany, Detroit, Mich., to roto sections.

ll, Williams & Co., 612 North Michigan Chicago. Placing the account of Mme. ford Laboratories, Chicago, manufactur- mouth wash.

y Adv. Company, 1501 Locust street, is, Mo. Will start a newspaper cam- n Coca Cola Company, Atlanta, Georgia. nd of the month. Is in charge of the ng in the near future, in Omaha, St. a few coast towns and a few Texas f a new shoe cream, Dellemode, being by the Barton Mfg. Co., St. Louis, Mo.

Ensign Company, United Trust Build- tsburgh, Pa. Expects to use copy in ers, some black and white, some roto, on Laboratories (Fat Reducer) Pittsburgh. Also expect to use a few roto sections on the advertising of Iris Laboratories (Eye Wash) Pittsburgh.

Erwin, Wasey & Co., 844 Rush street, Chicago. Is releasing schedules to newspapers on the Northern Paper Mills, Green Bay, Wis.

Arthur Hirshon Company, Inc., 1440 Broadway, New York. Now handling account of the Luxurease Manufacturing Company, makers of the Luxurease, a newly patented porch swing.

Kling-Gibson Company, 310 South Michigan avenue, Chicago. Has secured the accounts of the Common Brick Manufacturers Association, The Kelley Island Lime & Transport Company and the National Builders' Supply Association all of Cleveland; the Brick Manufacturers' Association of New England, Boston; and the Chicago Brick Exchange, Chicago.

Eugene McGuckin Company, 1600 Chestnut street, Philadelphia, Pa. Expects to do some advertising in the near future on Challenger, the new car of the Stutz Motor Car Company, Indianapolis.

Homer McKee Co., Kalin Building, Indianapolis, Ind. Has selected 22 cities for the new schedules, consisting of five pages, on Marmon Motor Car Company, Indianapolis.

Lewis H. Mertz Company, 400 North Michigan avenue, Chicago. Now placing the account of Bonney Company, Chicago.

Nash Motor Car Company, Kenosha, Wisconsin. Copy is to be reinstated in newspapers next month.

Nelson Company, 1326 West Washington street, Chicago. Has been named to handle the account of the Allied Florists association of Illinois.

Olmstead, Perrin & Leffingwell, Inc., 250 Park avenue, New York. Has secured account of the Health Products Corporation, Newark, N. J., to advertise their product "Feen-a-mint."

Potts-Turnbull Company, 6 North Michigan avenue, Chicago. Have been appointed to place the advertising of L. P. Larson Jr. Company, Chicago, gum manufacturers.

Robbins & Pearson, 390 E. Broad street, Columbus, O. Will place the account of Hance Manufacturing Company, Westerville, O. (Lax-a-chu).

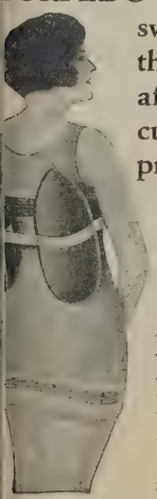
Story-Bellack Company, Wausau, Wis., will place the advertising of the Wisconsin Land-O-Lakes this year. The Chicago contact on Land-O-Lakes is 35 South Wabash avenue.

Sweeney & James, 1632 Euclid avenue, Cleveland. Have the account of Westinghouse Union Battery Company, Swissvale, Pennsylvania.

Young & Rubicam, 285 Madison avenue, New York. Has secured account of the Borden Company, New York. Malted Milk and Evaporated Milk advertising will continue to handled by the H. K. McCann Company.

Circulation Builders For the Summer Months

Every man, woman and child wants this practical TORPEDO FLOAT that changes bathers into swimmers. The TORPEDO FLOAT is the simplest, safest, latest, most sought after swimming device made. As a circulation builder it has no equal. The price is so low that every newspaper, and magazine can afford to use it in substantial quantities.

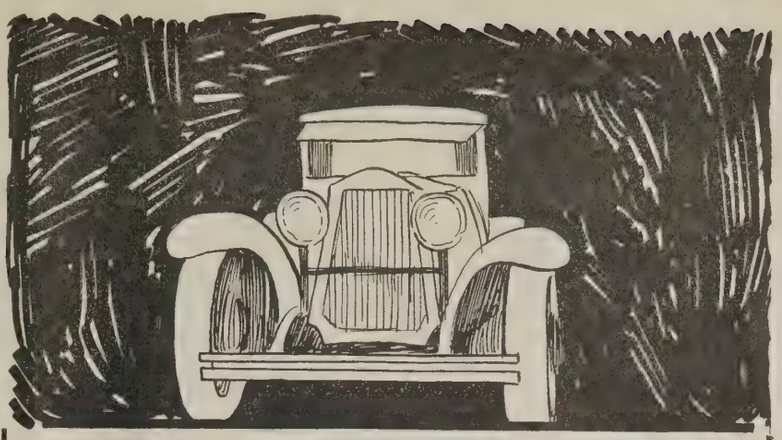


THE BIFF BAG

If you want a good all year around premium, the BIFF BAG is your best bet. Every boy and girl likes it and they will want it. The price is right. Send for quantity prices and catalog containing a number of other Airubber products.



Publishers Space Selling Service
West 45th Street New York City



The Automobile Market in ILLINOIS—

There are 1,314,101 families in Illinois. In 1926—1,062,584 Passenger Cars were registered in the State, averaging nearly one car per family.

1425 dealers were engaged in selling these cars to Illinois car buyers, while 5247 garages and auto supply houses served and supplied the spare parts for these cars.

Not only will you find sufficient buying power in Illinois for automobiles and supplies, but the merchandising outlets are so numerous and so well distributed thruout the State that a newspaper campaign ties up your consumer and dealer and reaches him in every nook and corner of the State.

These newspapers listed below are profitable mediums to reach Illinois' great army of automobile buyers. If you want quick, thorough and economical distribution, plan your campaign in these dailies—they produce Results.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Alton Telegraph .....(E)	11,035	.05	.05
†Aurora Beacon-News .....(E)	19,440	.07	.07
**Belleville Advocate .....(E)	6,840	.03	.03
†Chicago Daily Journal .....(E)	125,007	.26	.24
**Freeport Journal-Standard .....(E)	9,791	.05	.05
†Joliet Herald News .....(E)	20,107	.07	.07
†Mattoon Journal Gazette .....(E)	5,857	.04	.04
**Moline Dispatch .....(E)	12,292	.05	.05
**Monmouth Daily Review Atlas..(E)	5,574	.035	.035
**Peoria Star .....(S) 23,872 (E)	31,103	.085	.07
**Waukegan Daily Sun .....(E)	5,666	.035	.035

**A. B. C. Statement, March 31, 1927.
†Government Statement, March 31, 1927.

POWER OF EDITORIALS DECLINING IN U. S.

Lack of National Newspapers One Cause Says T. E. Cadett, British Newspaper Man—Nation Too Large to Influence

The editorial in England is of vastly greater importance than the editorial in America, according to Thomas T. E. Cadett, first holder of the junior fellowship of the English-Speaking Union, who addressed students of the Columbia School of Journalism last week on "The English Press" at the New York school.

"In my eight months in the United States, I have yet to come to any place where the editorial has any importance," he said. "The United States has shown a decay in the power of its editorial voice."

The reasons for the better quality and greater influence of the British editorials he ascribed to the difference in the size of the two countries and the class circulation obtained by the papers across the water.

"You have no such thing as a national newspaper," he declared. "The reason is largely geographic; in England the *London Times* can be put anywhere in the country within 12 hours, and it is consequently known and respected throughout the nation. It can draw on the intelligentsia for its circulation, and does not have to depend on the feeble-minded. There is a vastly different scheme of distribution in the Kingdom."

"There are five or six nationally-known papers and no other class between these and the small-town papers. The larger papers devote their editorial page to discussions of national topics, leaving local matters to be disposed of by the local press. In the states, the opinion of a paper is limited by the radius of its distribution and its voice on national matters is drowned out by the clamor of local affairs."

Mr. Cadett had a word of praise for American journalism as a whole, tempering it, however, with his observations on the less-conservative papers. "American journalism at its highest could hardly be better," he said, "—and at its worst it is unspeakable."

"The quality of American journalism is different from that of English in that it is profoundly personal," he explained. "In England we are interested in the political situations, and in America you are interested in the personalities involved."

"Journalism is a biting thing like the stage," he declared. "Once you have become tainted with it, you aren't much good for anything else. The most fascinating part of a fascinating profession is that of a foreign correspondent. It is more important than the position of an ambassador, for he can present the people of one nation to his own countrymen in any light he wishes."

Mr. Cadett is 28 years old, and is the first Junior Fellow visiting the United States on an English-Speaking Union fellowship, which enables two British journalists to spend a year in America to study American life and the American press. He was in 1924 the *London Times* correspondent to Alsace-Lorraine. Since his arrival in America he has visited California and worked on the *Chicago Tribune* and newspapers of other large cities in order to compare news methods in widely separated parts of the country. He is now a reporter on the *New York Times*.

EAGLE CLUB ELECTS

The Eagle Club, an organization of the employes of the *Brooklyn Daily Eagle*, held its annual meeting recently and the following officers were elected: Chester Nolan, assistant advertising manager, president; Herbert F. Gunnison, president and publisher of the Eagle reelected honorary president; John Bossert, assistant cashier, vice-president; Miss Harriet Hoppe, secretary; J. Joseph Feenan, treasurer, and John J. Farley, sergeant at-arms.

ADDRESSOGRAPH LITIGATION

Battle for Control Being Waged Among Chicago Firm's Stockholders

The Adrressograph company, which started in 1896 with $25,000 capital and has now grown into a world-wide business worth nearly $7,000,000, with Chicago offices at 90 West Van Buren street, is involved in a battle for control among its stockholders.

A group of shareholders, led by Frank H. Wood of Lincoln, Neb., appeared before a federal judge here May 12 to ask an injunction restraining President Henry C. Hubbard, Secretary David Hall, John B. Hall and others from disposing of a surplus of $2,500,000 said to be accumulated, and also asking federal supervision of the annual meeting of stockholders to be held May 23.

United States Senator Deneen represented the defendant officers of the Addressograph company, and William T. Alden represented the petitioners.

CALIFORNIA DAILY SUSPENDS

Oxnard Tribune Leaves Field After Two and One-Half Years' Publication

The *Oxnard* (Cal.) *Tribune* after an existence of two and a half years announced its suspension in its May 14 issue. The paper was first established in 1925 as a morning daily but changed early in 1927 to an evening daily. Norman H. Parks, formerly eitor of the *Holtville* (C *Tribune*, was publisher.

Arrangements have been made with *Ventura* (Cal.) *County Star*, publishe Ventura, ten miles distance, to take the Tribune's subscription list.

The *Oxnard* (Cal.) *Daily Courier*, lished by J. J. Krouser and Sons es lished with the city in 1897, as an eve daily, remains alone in the field.

IMPROVING PLANT

The *Ventura County* (Cal.) *Star* bought a 20-page Goss straight-line p with complete stereotyping equipm An addition to the Star's present buil is being erected to house the new chinery which is expected to be inst by July 1.

Supplies and Equipment

Drive and Control for Newspaper Presses

A representative installation which will soon be made on Hoe Presses is that of two 100-h.p., d-c. equipments on two 4-unit presses at St. Louis, Mo., Times.

GENERAL ELECTRIC

Modern Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

FOR SALE

COX-O-TYPE WEB PERFECTING FLAT BED PRESS

Prints 2-4-6-8 pages directly from the type forms. Practically new, in use only two years. Will sell at a bargain. Replaced by Duplex Flat Bed Web Perfecting Press.

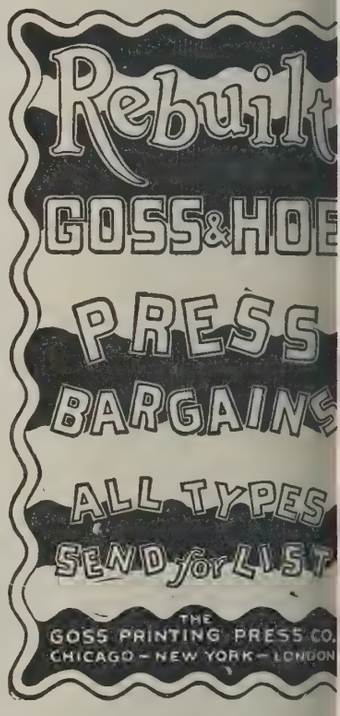
DUPLEX PRINTING PRESS COMPANY
Battle Creek Michigan

BLANKETS
of all kinds for all makes of
Rotary Newspaper Printing Machines
Automatic Efficiency Felt Blankets
Monocork Blankets
Oil-proof-face Rubber Blankets
Cutting Rubbers and Conveyor Wire.

You can save waste paper, increase production and obtain better printing when your machines are properly blanketed.

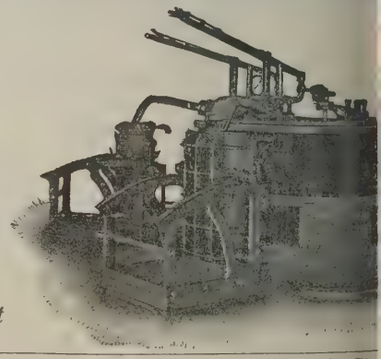
We specialize in the manufacture of Newspaper Printing Blankets and carry a complete line, including all widths and thicknesses.

New England Newspaper Supply Company
Worcester, Mass., U. S. A.
Cable Address NENSCO
Worcester, Mass.



The Quickest and Best Casting Unit

Hoe Stereotype Furnace with Hoe Equipoise Curved Casting Moulds and Pumps.



If it's a Hoe, It's the Best

R. HOE & CO., INC., 504-520 Grand Street, New York Cit

7 South Dearborn Street CHICAGO, ILL. | Pere Marquette Bldg. NEW ORLEANS, LA. | 7 Water Stree BOSTON, MAS

New Equipment

When it is installed, find a Buyer for the old through a Classified ad in Editor & Publisher. The Classified department has a record as a result-producer.


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